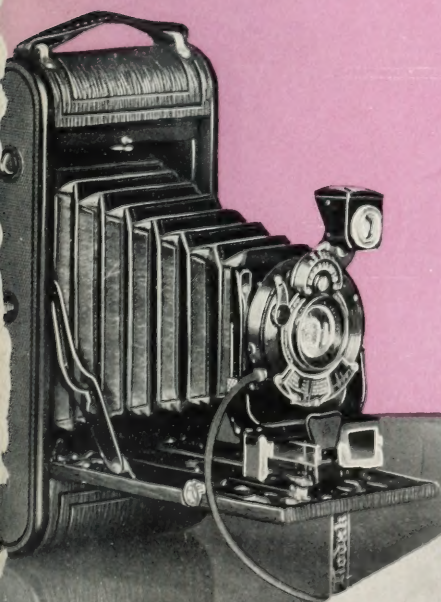




The KODAK SALESMAN



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*Anyway there's less suspense
in a sales campaign than in
a political campaign. Votes
are counted only once but
cash is counted daily.*

No Man is Indispensable

I care not what your place may be—
A job that's most laborious
With mighty little salary
Or one that's fat and glorious.
But, be your labor great or small,
Of this you must be sensible—
Some other guy can do it all:
No man is indispensable!

When you begin to swell with pride
And cater to the gallery
And put on lots of "dog" and "side"
Because they've raised your salary:
Why then's the time you'll tumble quick,
Such ways are indefensible;
Some other guy can do your trick:
No man is indispensable!

It's well enough to know your worth
And know just what to do with it,
But don't imagine that the earth
Will quit when you are thru with it;
No, it will roll upon its way,
And—what seems reprehensible—
Some other guy will draw your pay:
No man is indispensable!

—*Berton Braley*



NEITHER CAN EDDIE
Puzzle: Find the Portrait Attachments.

The KODAK SALESMAN

an aid to the man behind the counter

Vol. 8

JANUARY, 1923

No. 12

Time to Take Stock

If you feel the solemn urge to make some resolutions, skip January first and make them on the second. The mortal weakness of the whole resolutionist movement is that it begins with a holiday.

The average man, and most of us live in his block, lies abed the first morning of the new year and vows to take regular calisthenics and forego forenoon smoking every day—except that particular one, of course, which is a holiday. The following morning he gets up too late for his exercises and in the course of events consumes his daily dozen of cigars. So the banner of his resolution is riddled at the beginning.

January second, the first working day of the new year, is a good time to take stock of one's equipment and make a fresh start at a quickened pace.

And don't be content with just an indefinite vow to improve your methods. You'll accomplish more by resolving to make each month of 1923 beat that of 1922, to tackle the new year in twelve instalments and make the most of each as it arrives.

Start with January. It offers excellent possibilities for your counter. It's a good month to boost the film and finishing trade and

it's a fair month for camera sales. Get after the Christmas camera—thousands of new instruments have just been put into use and their enthusiastic owners have them on a heavy diet of film. Advertise your Kodak Film and your finishing service to the newly-elect.

Let your January Kodak campaign show what can be done with a camera at this time of year. Skating, sleighing, skiing, hiking, hunting, ice-boating—such sports provide a real incentive to picture making. Our principal January and February ads (page 5) and your electros of the same subjects (see last page of the *Trade Circular*) form a background for your salesmanship.

Evenings at home call for flashlight pictures. Groups, portraits and interiors are all easy to manage with Kodak equipment. The silhouette, too, furnishes diversion and its popularity is reviving so fast that we're giving you special material to advertise it with (See page 7).

January will respond to this improved salesmanship. Every succeeding month will also bring opportunities and the KODAK SALESMAN hopes to help you make the most of them throughout 1923.

Happy New Year and Good Luck.

Keep Them Busy

If there is one thing more than any other that will keep customers coming to your Kodak counter during the winter months for film and more film that one thing is flashlight photography.

If there is one thing more than any other that will help you to interest your Kodak customers in flashlight photography that one thing is the booklet *By Flashlight*.

The long winter evenings spent at home call for Kodak pictures—pictures of social and impromptu gatherings, studies of the children—yes, and of the grown-ups too, interiors and still life studies of many different kinds.

Such pictures are easily made with the Kodak and Kodak materials. But how many of your customers know this? How many know the simplicity and fascination of flashlight photography?

Tell them! Tell them at your Kodak counter. Tell them with flashlight ads in the local paper. By all means tell them with a copy of the booklet *By Flashlight*.

A new edition of this booklet has just come off the presses of our printers. It is up to the minute in both text and illustration. Not only does it show a variety of flashlight pictures, but in each and every case it tells exactly how these pictures were made and what steps to take in making flashlight pictures at home.

This is literature that will help you keep many Kodaks at work during the months that too many of your customers consider off season so far as photography is concerned.

The booklets are free on request. Ask the Advertising Department.

Why Should I Advertise?

A press agent, travelling ahead of a circus, called on the owner of a general store, the only merchant in a little town:

"Brother," he said, "when the show gets in town we'll have the usual parade. And I want to rent you advertising space during the parade."

"Whereabouts?" the storekeeper asked.

"On the elephant. He's the greatest thing in the procession. I'll paint your name on each side of the elephant, and there won't be a man, woman or child for miles around who won't see your ad."

"There's not one of 'em don't know me already," replied the merchant "and what's more, they all

trade here. Why should I advertise? I don't need it."

The circus man reflected. He looked across the street and felt stumped. He looked up the street and decided that he was stumped. Then, he looked down the street, as far as the church. Then he turned to the storekeeper.

"Nice church down there," he said, "How long has that been there?"

"Forty years, I guess," said the merchant, "Most everybody around here is a member."

"That church has been there forty years," said the circus man "and most everybody in town belongs: And yet they ring the bell every Sunday morning."

New England Printer.

The KODAK SALESMAN

Advertising a Kodak Winter



All out-doors invites your Kodak

Antograph: KODAK SAFETY FILM

Canadian Kodak Co., Limited, Toronto

January Issues of

MacLean's
Everywoman's World
Canadian Home Journal
Saturday Night
Western Home Monthly

La Canadienne
La Revue Moderne
Le Samedi

Ladies' Home Journal
Saturday Evening Post

February Issues of

MacLean's
Everywoman's World
Canadian Home Journal
Saturday Night
Western Home Monthly

La Canadienne
La Revue Moderne
Le Samedi

Saturday Evening Post
American Magazine



Kodak Welcomes Winter

There is nothing so fine and so beautiful as the winter scene. It is a time when the world is covered in a soft, white blanket, and the air is crisp and clear. It is a time when the sun is low in the sky, and the light is soft and golden. It is a time when the snow is deep and the ice is thick. It is a time when the world is quiet and still, and the only sound is the crunch of snow underfoot.

Winter is a time when the world is covered in a soft, white blanket, and the air is crisp and clear. It is a time when the sun is low in the sky, and the light is soft and golden. It is a time when the snow is deep and the ice is thick. It is a time when the world is quiet and still, and the only sound is the crunch of snow underfoot.

And this is why the Kodak is so popular in winter.

Antograph: KODAK SAFETY FILM

Canadian Kodak Co., Limited, Toronto

The KODAK SALESMAN

Lay Odds On This One

There is, perhaps, nothing that gives the amateur photographer as much satisfaction as a good enlargement from one of his own negatives. Whether it is a picture of Dorothy with her doll or Sonny ready for school, or just a familiar vacation scene—whether it is from a No. 0 Brownie negative or one made with a Special Kodak—the photographer sees his snapshot transformed into a picture. He shows it to everyone—probably he has it framed and hangs it in the living room.

The enlargement encourages him, it stimulates his interest in photography, makes him enthusiastic over his camera, and, consequently, he is a more frequent visitor at the store which sells him his Kodak supplies.

It's a fact, isn't it?

It is a fact, too, that the stimulating effect of enlargements on the photographic business is frequently overlooked by the man behind the Kodak counter. Why?

Someone says "Sounds fine, but you can't sell enlargements", which calls to mind the experience of a customer in a small grocery store. This customer asked for a very well-known article and the grocer said, "No, we ain't got it, it don't sell." "Did you ever have any of it?" the customer replied. "Nope." So the visitor had to go across the street to the store where it did sell and where he bought it.

There is a possible enlarging order in every good negative that passes over your Kodak counter.

When you deliver the work it will only take a very little time to

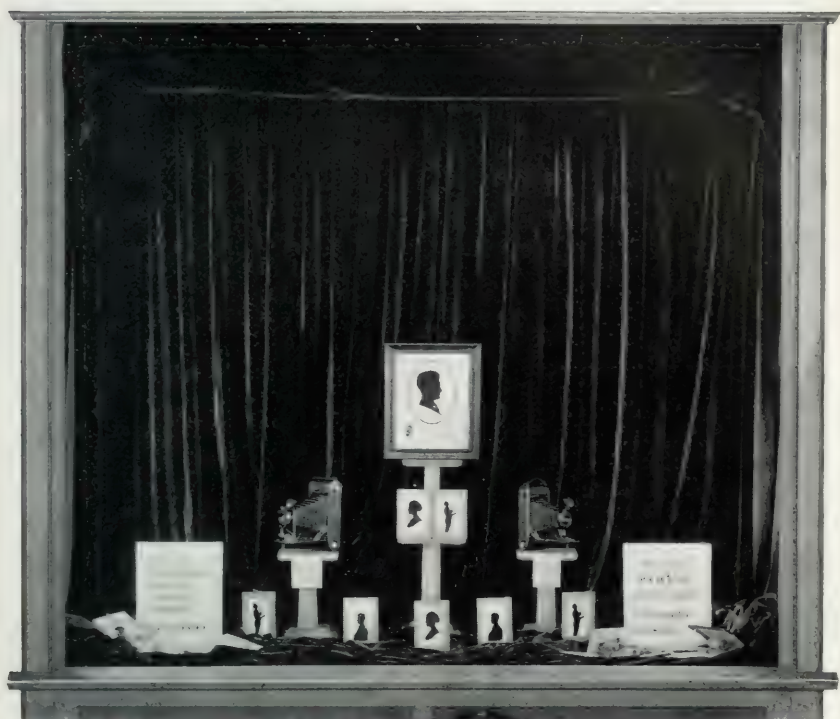
select these negatives and show the customer how very excellent they are from a technical standpoint. Take the print and let him see how pleasing it is pictorially. Suggest that it would make a very attractive enlargement.

The customer will at least be encouraged. He will be flattered that *his* work has attracted your attention. The chances of his ordering an enlargement or two are good, and when you deliver the enlargements will be the proper time to suggest that there probably are other negatives equally good in his possession which should be inspected with a view to picking out those that would enlarge well.

Almost without exception stores which handle photographic goods offer a finishing service. Some have finishing departments of their own; others have their work done by commercial photographers. Whichever plan is followed, the business has been found profitable, profitable in itself—and contributory to increased business in other lines, for the customer who brings in his film to be developed usually needs a new roll and perhaps other goods from the store.

Following the rush and bustle of the holiday season there is a lull, a breathing space, a little time in which to plan another year's campaign. Don't overlook the stimulating effect of enlargements—directly on your photographic business, and indirectly on the general business of your store.

Enlarging—is the one best bet for the 1923 handicap. That's a red hot tip right from the stable.



This display will help revive the fad for Silhouettes.

Silhouette Season

It's almost easier to make silhouettes than to spell them, if one follows instructions given in "Silhouette Making the Kodak Way". This little pamphlet, just printed, describes both the daylight and flashlight methods and reproduces examples to prove the charm of this delightful style of picture.

During winter months people seize eagerly on any pleasure-providing diversion that is suggested. They will be glad to try silhouettes. We'll give you the material with which you can give them the idea.

"Silhouette Making the Kodak Way" will be supplied in quanti-

ties on request. With each order of the booklets we'll include a window card.

With the window card, some of the booklets and a few silhouette prints you can build a striking window. Since flashlight material is useful in making silhouettes, add to the display some Flash Sheets and a Flash Sheet Holder. Give the booklets away at your finishing counter.

The old-fashioned silhouette will start a new fad among amateurs and it offers one more proof to prospective camerists that there's fun in photography all the year 'round.



The Cirkut Method

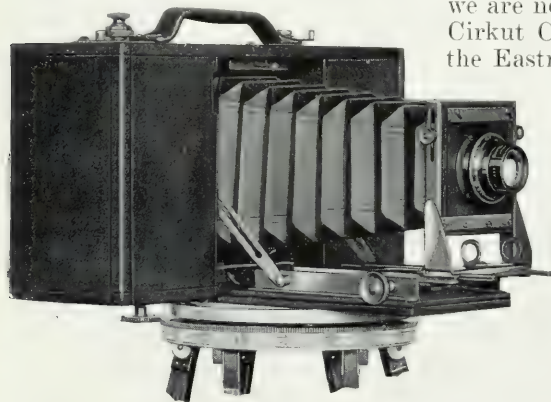
To make pictures of landscape scenes that will include all that the eye can see is not possible by giving a single exposure with the ordinary type of camera. To make several exposures, changing the direction of the camera each time, and then matching the pictures to make up a panorama, is impractical. Such pictures as these are, however, easily within the scope of the Cirkut Camera.

The Cirkut Camera has opened up an unlimited field for the production of unusual and interesting pictures. Panoramic views of country estates, of farm, of river and lake, of the scattered homes of the town and village; large groups and

gatherings of all kinds—these and many other similar subjects can only be successfully photographed by the Cirkut method.

Cirkut Cameras are not new. They have been on the market for several years, but up to now Canada, as a potential field for a camera of this type, has been undeveloped. True there are a few such cameras being used in a commercial way in our larger centres, but only the barest fringe of the possibilities of the home market has yet been touched.

Inside of twelve months it will be another story. We are going to sell Cirkut Cameras in Canada. By arrangements with the manufacturers, we are now able to offer the line of Cirkut Cameras, manufactured by the Eastman Kodak Company.



Cirkut
Camera
No. 5

The KODAK SALESMAN



This addition to the line of photographic apparatus which you sell presents great possibilities for you and for your store. Just think what even one or two of these cameras at work in your community will mean to your sales record. First there is the sale of the camera, followed by numerous sales of Cirkut film, and, in the wake of these, still more sales of photographic paper and chemicals.

Here then is your opportunity to make a new record for yourself as a salesman and to make 1923 show a new record at your Kodak counter.

Just a few of the things to remember in connection with the Cirkut line are:

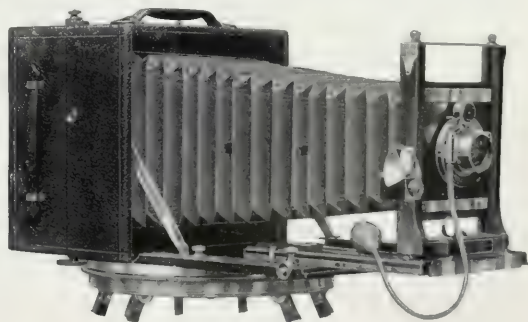
There are three Cirkut Cameras and a Cirkut Panoramic Outfit in two sizes.

The Cirkut Cameras are exclu-

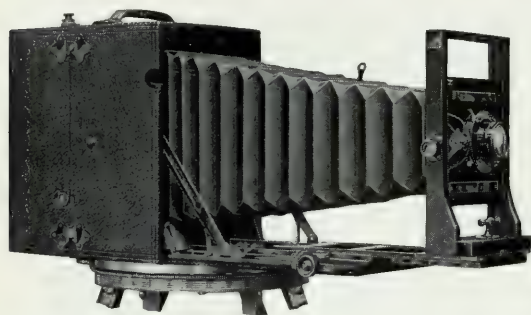
sively for Panoramic photography, being strictly revolving cameras. The smallest of the cameras makes negatives 5 in. wide by 15 in. long and the maximum size of negative that it is possible to obtain with the largest Cirkut Camera is 16 in. wide by 20 ft. long. Within the film capacity there is no fixed length of picture and in two models even the width may be varied to accommodate the subject. Any angle of view up to the complete circle of 360 degrees can be recorded on the film.

The Cirkut Panoramic Outfit is supplied in two sizes—5 x 7 and 6½ x 8½, taking films 6½ in. by 10 ft. maximum length and 8 in. by 12 ft. maximum length respectively. The outfits comprise a camera, the well-known Revolving Back Cycle Graphic, and a Panoramic attachment, which can be

Cirkut
Camera
No. 8



The KODAK SALESMAN



Cirkut
Camera
No. 10

placed in operating position easily and quickly without the use of tools.

Cirkut Cameras and Cirkut Outfits all use Eastman Daylight Loading Film. Cameras can be loaded and unloaded in daylight. More than one exposure may be made on the same film, a perforating device marking the film so that it may be cut apart without mutilating the negatives. A scale encircling the top of the tripod indicates the length of film required for any

angle of view with the various lens combinations, and an indicator at the top of the film magazine shows the length of film used, so there is no uncertainty as to the length of unexposed film on the spool.

Specific models are described in greater detail in a circular entitled "Profitable Pictures with a Cirkut." A copy for you to read and study, and additional copies to help you create local interest in the Cirkut method, may be had from the Advertising Department.

Kodakery in Your Town

"I take the pleasure in remitting the enclosed sixty cents for my renewal of your magazine which I have found very useful and instructive ever since receiving same.

Through following the various instructions and reading of the book I have been able to take some good pictures and have several requests from people in the district to take their pictures."

This from a reader of Kodakery, in a little Western town, proves the value of the publication.

But it does more. Note that this amateur photographer has 'several

requests from people in the district to take their pictures.'

There are several people in the district who are interested in pictures, but who are not amateur photographers themselves.

Perhaps they do not know the simplicity of photography the Kodak way.

They are prospects.

There may be several such prospects in your community. Watch the work that goes through your finishing department. It may hold the clue to their identity and once you know who they are, good salesmanship will do the rest.

The KODAK SALESMAN

They're Equally Good

An amateur was recently heard to say that Kodak Film Packs were less fast than Kodak Roll Film. He even declared that if the two were used under identical conditions a difference could be seen in the negatives.

But here are the facts: the emulsion is the same on both roll and pack, therefore they are of equal speed. In judging film pack negatives, however, under-development is sometimes mistaken for under-exposure. On account of its extra heavy coating, pack film must be developed longer than roll film, as the instructions advise, although the sensitive properties do not differ.

The respective direction sheets tell how to use the film and how to develop it properly. Anyone who follows the advice given therein will get exactly the same results from the pack as from the roll.

Direction sheets are no longer in-

cluded in film cartons but are supplied in pads of twenty-five. Every new dealer gets a pad of directions for Kodak Roll Film and one for Kodak Film Packs. Additional pads are given on request. If you have none, order from the advertising department.

The London *Express*, in a recent article, reflects on the absurdity of the ancient custom that causes British shopkeepers to lower the curtains and put up their shutters each Saturday noon. Show windows are thus hid from the crowds during the week-end. The article observes, however, that "two or three French and American shoe shops realize the paramount importance of well lit windows and the utter futility of the grimy shutter. The Kodak and Corona shops are models of good window dressing."

Enlarged Snapshots Make Ideal Pictures



For The Home

"Sonny" on uncle's farm, the children at play, or just a familiar vacation scene—all can be enlarged into handsome pictures for living room, library or den.

Bring your negatives to us. We do enlarging and have many styles of prints and mounts.

RICHARD ROE & COMPANY
1201 Tripod Ave.



The Paper Mill at Kodak Park.

A Paper for Punishment

A dollar bill is a popular example of a wonderful kind of paper. But take a bill, if you can spare it, and run it through acids and alkalis, saturate it with water, dry it, heat it, run it through more chemicals, and see if it comes out unchanged.

Photographic paper has to stand up under such treatment. It may not vary in color, texture or surface, or the quality of the finished prints will be jeopardized. Its chemical composition must always be the same so that it will have no action upon the sensitized emulsion with which it is coated, and it must be unaffected by light and heat. It has to be strong enough to permit constant handling even when wet and it must not shrink or stretch in any perceptible degree. Yet by using care in the selection of raw materials, and scientifically controlling each step of its manu-

facture, Kodak Park is able to produce a base for photographic paper that meets these requirements.

Painstaking methods are used from the beginning. The selected white rags from which the paper is made are first sorted by hand and "dusted" by machinery to remove all foreign material and surface dirt. They are then chopped into fine pieces, run over a magnetized roll to remove any metal that escaped the sorting table, and put through the dusting process again. The rags are then washed and bleached. After all traces of bleach have been removed by further washing they are allowed to age. The water used for these and subsequent processes, has been filtered twice to insure its purity.

When the washed and bleached rags are ready to be made into paper they are transferred to the

The KODAK SALESMAN

"beater." It is here that the base feet in length according to its thickness.

for Eastman paper gets its most important treatment. The rags are separated into fibres of the proper length to give the desired photographic paper properties, and the ends frayed so the paper will have the proper strength. Certain chemicals are added which give additional strength and other desirable qualities. The skill with which the required amounts of these materials is determined and the care used in operating the beaters are, therefore, of utmost importance.

The sorted rags which have been separated into their individual fibres are then given a final treatment in a special beater known as the "Jordan," diluted with more water, and run through rotating cylindrical screens which remove all lumps and knotted fibres. They are now ready for the paper making machines.

The fibres, now quite uniform in size, are washed onto the screens in back of each of the fourdrinier paper making machines in a great volume of water. This screen has a rapid side-shake which causes the fibres to mat together or "felt" as a large part of the water is drained off. The screen is in the form of a belt and carries the fibres over suction boxes which take out more of the water. At the end of this netting the fibres have cohered sufficiently to leap the gap over to the drying rollers. After passing over felts to give the proper surfacing, the fibres, now matted together forming paper, are passed through a long series of drying and finishing rollers. The dried paper is wound into rolls 2,000 or 4,000

Before the paper is set aside for seasoning, a process which takes some months, samples are run through the remaining processes, emulsion coated and given a careful inspection and photographic test to show whether the quality is up to standard.

The paper must then be further prepared by receiving a coating which produces the various surfaces and tints with which photographic paper is supplied. Baryta is used in this process. This material is much whiter and purer than clay which is used in coating even high grade writing paper. After a further drying and seasoning the paper is ready for the sensitized emulsion.

Although all previous work is done in the brightest light obtainable, the emulsion coating and subsequent processes can be carried on only under safelights. After the emulsion has dried and the paper wound into rolls the product is subjected to another test. This examination is both physical and photographic and only paper satisfying the most rigid requirements can pass on to be cut and packed. In addition, the sorters keep on the alert for any physical defects that may have occurred during preceding processes.

Care is used in selecting the rags for paper and trained eyes follow each sheet as it slips into its final package. From beginning to end, this vigilance is always present so that Eastman photographic papers may maintain their high quality and consistent uniformity.

"Selling Kodaks and Supplies" is a new booklet to help you increase your sales. Write for your copy.

The KODAK SALESMAN

Keep Each Family Together

Between relation the that apparent quickly is articles different display on merchandisesobe should grouped.

In proper order, the above words say:

Merchandise on display should be sogrouped that the relation between different articles is quickly apparent.

When goods are piled haphazardly into a showcase as if it were a warehouse, the result is positively puzzling. Before a customer can make anything out of such a mess he must mentally sort the merchandise, placing related articles side by side. Few people, however, will spend the time or effort necessary to seek out the message that an obscure display intends to convey.

The safe way is to organize the contents of each show case by dividing them into logical groups. Each group, instead of each individual article, then becomes a target for the customer's aim, both mental and visual.

Window trimmers usually bear in mind the importance of keeping their displays properly organized. Counter salesmen, however, sometimes forget that the same care is essential in placing goods on shelves or in showcases.

Furthermore, when a customer selects something from a showcase, he is likely to select another something to use with it from the related articles grouped around it.

A Stock Record for Your Counter

You have probably wished for a system with which to control your camera stock. It is here; simple and inexpensive. Yet it does all this:

Keeps a perpetual inventory of cameras, each identified by number;

Shows how fast each model sells and how many should be kept in stock;

Furnishes figures on which to compute turnover;

Furnishes a mailing list of camera purchasers by name and address;

A sample page is shown opposite, half size. The page is actually 8½ x 11, perforated to fit a three ring binder which is obtainable at any stationery counter.

Adapted from several systems long in use, this system is convenient and practical. It does everything a stock record should and is easily kept.

When a shipment of cameras arrives, take the camera record book

from your safe, fill in numbers and lens descriptions and the date. Then, on selling a camera, note its description and the name of the purchaser on the sales ticket. Once a day post the sales tickets to the camera book.

If a customer should lose his camera, your record will identify it by number, and in case instruments are lost from your stock by theft or fire, this record, guarded in your safe, will help you recover.

By printing these sheets in large quantities we can offer them at a small fraction of what your printer would have to charge for an ordinary supply.

Our price is \$1.50 per hundred net for the camera record sheets. A suitable binder will cost about \$2.00 at the stationery store.

This is inventory week, the proper time to inaugurate the new system that will put your counter on a business-like basis.

The KODAK SALESMAN

Name and Model of Camera			No. 1A AUTOGRAPHIC KODAK JUNIOR	
Serial: 12345	Lens: R.R.	Sold to:	<i>Clarence Carlsson</i>	
Date rec'd: 10/15/22	Date sold: 12. 12. 22	Address:	<i>415 Elm Street City</i>	
Serial: 12346	Lens: R.R.	Sold to:		
Date rec'd: 10/15/22	Date sold:	Address:		
Serial: 12367	Lens: K.A. 2670	Sold to:	<i>Robert Armstrong</i>	
Date rec'd: 10/15/22	Date sold: 12. 9. 22	Address:	<i>Blauville, R.R. #4</i>	
Serial: 12368	Lens: K.A. 2677	Sold to:	<i>Eleanor Johnston</i>	
Date rec'd: 10/15/22	Date sold: 12. 23. 22	Address:	<i>30 Boulder Place, City</i>	
Serial: 12369	Lens: K.A. 2703	Sold to:		
Date rec'd: 10/15/22	Date sold:	Address:		
Serial: 12370	Lens: K.A. 2708	Sold to:		
Date rec'd: 10/15/22	Date sold:	Address:		
Serial: 14563	Lens: R.R.	Sold to:		
Date rec'd: 11/2/22	Date sold:	Address:		
Serial: 14765	Lens: K.A. 3319	Sold to:		
Date rec'd: 11/2/22	Date sold:	Address:		
Serial: 14766	Lens: K.A. 3352	Sold to:		
Date rec'd: 11/2/22	Date sold:	Address:		
Serial:	Lens:	Sold to:		
Date rec'd:	Date sold:	Address:		
Serial:	Lens:	Sold to:		
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Serial:	Lens:	Sold to:		
Date rec'd:	Date sold:	Address:		
Serial:	Lens:	Sold to:		
Date rec'd:	Date sold:	Address:		

The above is a half size illustration of the camera record sheet described opposite. On the large sheet the typewritten entries are those made when a shipment is received; handwriting represents entries made when cameras are sold. Such a record shows at a glance how many cameras of one model are in stock and how rapidly they are moving. Names of purchasers are there, too, for mailing list use.



Ten Minutes with the Boss

"You know, Sammy," said Mr. Clark, "too many people in the world buy transportation *from* a place rather than *to* one. They have decided that they want to go but their destination is doubtful. They just start something, Sammy, and leave the rest to luck.

"There's an incident in Robinson Crusoe that illustrates the point I'm trying to make. After the shipwrecked sailor finished his stockade and built his house, he naturally enough turned his thoughts to the possibility of effecting an escape. The obvious solution was a boat and the obvious basis of a boat was the trunk of a tree. After his brain had carried him thus far Crusoe gave up thinking and turned to manual labor exclusively—and there was plenty of it to do. With the crude implements at his disposal—a hatch-

et and axe—it took him months to cut the tree, trim it and then shape and hollow it. At length, however, it was completed. Then Crusoe's brain began to work again. It was a fine boat to be sure, but it reposed one hundred yards from the beach—exactly where the tree had fallen—and moving it was an impossibility. Through great labor he dug a channel from the sea to the boat but so big was the craft that even then it couldn't be budged. Finally Crusoe gave it up and the labor of long, weary months went for nothing.

"You see he hadn't planned the job through, Sammy.

"It's all right to welcome an idea but hospitality goes further than just opening the door and letting the thought in. You want to sit down and talk to it.

"The opening overture may sound very pretty but if Act IV falls down, the show's a bust.

"'Follow through' is good advice in either golf or business."

Look in Kodakery

There's timely talk in January *Kodakery*, suggestions that will keep folks coming to Kodak counters.

Cartoonist Bradford tells how he used an arc light in making "Indoor Silhouettes." A method for daylight silhouettes is also given.

"Transforming 'Records' into Pictures" proves that an enlarge-

ment can be better than a contact print from the same negative.

There is an article on getting more contrast in the picture than there is in the negative.

Mr. Middleton has an egret story, "Snow Wing o' the Marshes."

"Graflex in the Movies" describes a new use for this camera.

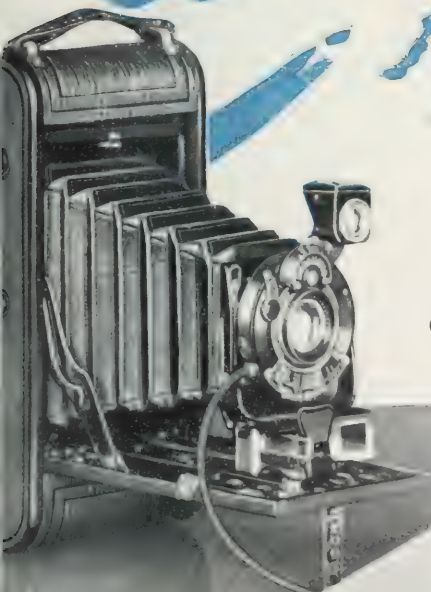
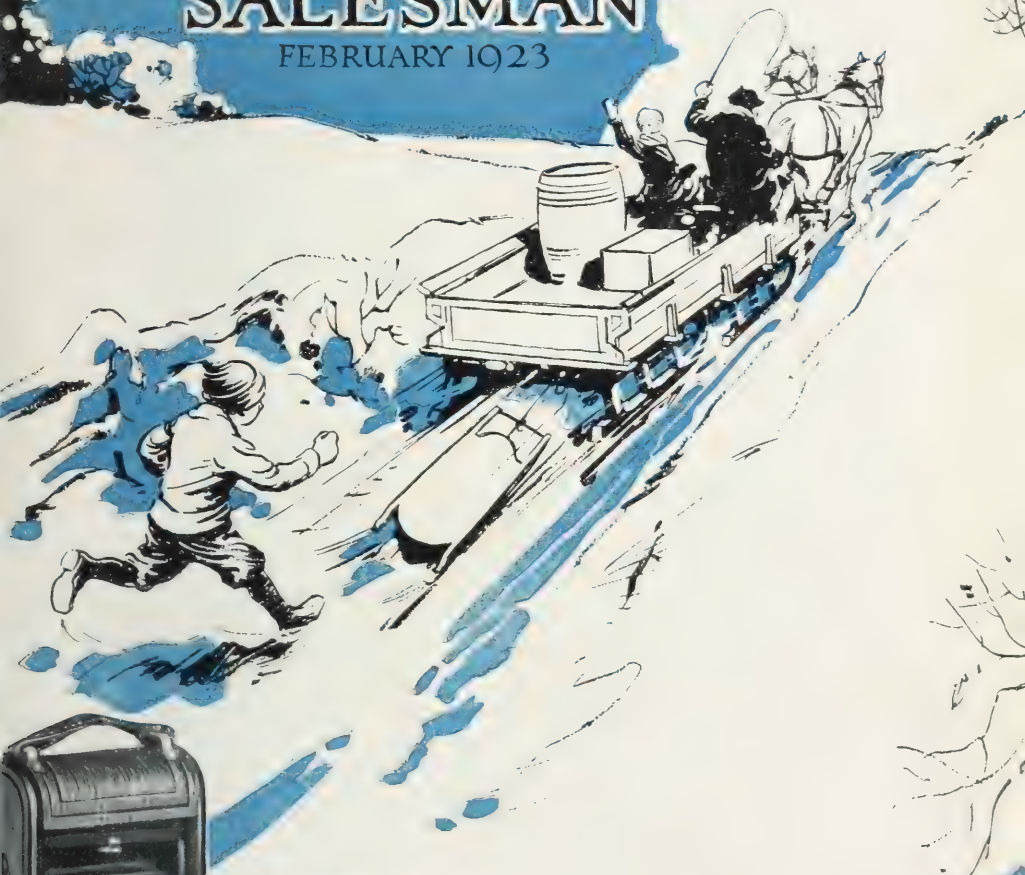
*It is not the hours that you
put in that count; it is what
you put in the hours.*

—The Hammermill Bond.

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

FEBRUARY 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*Unless you are firm with your-
self you are never likely to
become one of the firm.*

The Trade Holder

Give me the merchant who knows what the price is;
Who knows what the meaning of selling advice is;
Who knows what an adjunct to trade being nice is,
 And smilingly helps you in making a choice;
One who is happy to give you a minute
With no sordid thought of the profit that's in it;
Who's keen for your trade and determines to win it,
 And greets you by name with a smile in his voice.

Give me the merchant who knows what display is;
Who feels what the trend of the game of today is;
Who knows that the way to get set and make hay is
 To show that he values the old and the new;
Who gives, without argument, just what you call for,
And not substitutes that he hopes you will fall for;
Whose ideals are things that he'd part with his all for—
 Whose standards and ethics spell "value" to you.

Give me the merchant whose slogan is happiness
Mixed with a bit of sound judgment and snappiness,
One who can pleasantly show you his scrappiness
 When he has quality goods on display;
Goods with publicity back of the fame of them,
Constantly telling the high-powered aim of them;
Goods that inflexibly honor the name of them—
 That is the merchant who wins you today.

—C. P. McDonald in *Retail Ledger*, Philadelphia.



NOT THE DAGUERRE TYPE

The shade of Louis Jacques Daguerre, pioneer photographic experimenter, watches a demonstration of the No. 1 Autographic Kodak *Special*.

The KODAK SALESMAN

an aid to the man behind the counter

Vol. 9

FEBRUARY, 1923

No. 1

A Short Month — And A Gay One

February is a short month. But even if you subtract four Sundays, the day after the Valentine party and a couple of days for the annual attack of la grippe, there are still three weeks left.

And you can do a regular month's business in those three weeks if you put your best salesmanship to work.

There is a gay February wherever there are winter sports, and wherever there are winter sports there is a logical market for cameras. Whether it is on the farm, at a fashionable colony or in a country town, every skating rink or toboggan slide draws a crowd of enthusiastic people, people who are easily convinced that to get the most out of their winter pursuits they should take pictures.

That's exactly what Kodak advertising is driving at now. It is telling people that the Kodak belongs to their winter equipment, that it fits right in with sleighing, skating, skiing, and the rest of the winter sports, just as it fits in with tennis, motoring and beach sports in the summer. Current Kodak advertising puts forth this argument convincingly, because the message is in picture as well as copy.

"All Outdoors Invites your Kodak" was the slogan of the January Ad. The picture, which accompanied this text, identified the Kodak with winter sports.

And now there's another Winter Ad—it is reproduced on page 5—emphasizing the same idea, the idea of Kodak's usefulness during the cold months. It shows directly the appropriateness of the Kodak as a running mate to winter sports and it shows indirectly that the Kodak is adaptable to all seasons.

The February advertisement should double the interest that was created by preceding Ads. It will attract new attention to the fun of amateur photography and it will compel recognition of the Kodak as an ally of all winter sports.

Remember that the purpose of this campaign is to keep sales up to the greatest possible volume during what many Kodak stores consider a dull season.

Let us boost together. Carry out the Kodak Winter idea in your show windows by introducing an atmosphere of winter sports. Let your Ads in the local paper convey the same idea. Together we will prove that it's possible to do a month's business in three weeks.

The KODAK SALESMAN

Before Winter Goes

The Kodak Winter Book is just as good now as it was before Christmas. If you have a few copies left why not mail them to folks who ought to be making pictures of their winter fun?

This little catalogue fits an ordinary business envelope so it is con-

venient to enclose a sales letter with it. That's the way to make a booklet reach the spot with the reader.

Want us to write copy for the letter? We'll do it gladly. Want us to send a new supply of the booklets, imprinted with your name and address? We'll do that gladly, too.

For Your Traveling Townsmen

The Kodak is standard equipment for every traveler. Clothes he wears and baggage he carries may depend on where he's going. But whether it's an aristocratic resort or a hut in the hills, the Kodak belongs.

If there is a steamship ticket office or travel bureau in your town, get the names of people who have made reservations. Then suggest by letter that they buy their photographic equipment from you.

If you can subdivide the list the appeal may be made still more definite. Send one letter to folks bound for Florida, another to those going to California, a third to people who are going abroad.

We'll write copy for your letters. Tell us what you require.

Send a Kodak Winter Book along with each letter so that the addressees can make tentative selections before they call at your counter.

Educating the Amateur

Messrs. Pike & O'Neill, have carried to new heights the banner of instruction for the amateur. They conduct a series of Wednesday evening lectures, open to all, and free.

These lectures are purely educational, aiming to teach the amateur how to get good pictures. The effect of such instruction is that camerists keep up their enthusiasm and make more business.

Nothing is said about purchases and the audience is placed under no obligations to Pike & O'Neill. But anyone would feel grateful to the store that offers such splendid service and would be likely to take his business there. That's just the way it has worked out.

Certainly a firm that is foresighted enough to conduct such a lecture series would build an advertising campaign around it. Pike & O'Neill did so, using as their slogan, "Better Pictures."

This plan cements relations with old customers and attracts new customers. It will work in any store in any community. Winter evenings offer the best chance. You can give actual demonstrations of making silhouettes, interiors and portraits by flashlight, developing and printing with amateur apparatus, the Auto-Focus Enlarger, etc. And by telling in detail how to photograph snow and winter landscapes you can keep the cameras busy all through the cold months.



Kodak Welcomes Winter

There's a tang to the air and a zest to the occasion that give life and action to the pictures you make.

Winter prints contribute prized pages to your Album.

And it's all easy the Kodak way—and all fun.

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto

Advertising the Kodak as the ally of all winter sports. This copy appears in February issues of six magazines and eight farm publications. See page 3.

Graflex Isn't Finicky About Weather

Photography has an important place in scientific expeditions and exploration projects and such work demands the best, most reliable cameras made. Whether it's in the jungle, the frozen wastes or on the mountain peaks the Graflex seems to be the favorite.

A tropical explorer says of his long experience with reflecting cameras: "It has also convinced me that the Graflex is by far the best made, in fact it is the only one that I know of that will stand hard wear..... On my coming ex-

pedition I am ordering a Revolving Back Auto Graflex, quarter plate size, and a Speed Graphic also $3\frac{1}{4} \times 4\frac{1}{4}$. As a result of the tests carried out I am convinced that for general purposes nothing can equal this combination for all around utility and compactness."

That from the tropics. Which recalls that on one of the Shackleton expeditions the official photographer and his Graflex dropped through the ice into the frigid Antarctic water. They were both fished out, dried out and put back to work.

An Economy at \$50



Most folks want to know if the inside of the No. 1 *Special* is as good as the outside.

You know the answer—the Kodamatic shutter, the Kodak Anastigmat lens *f*.6.3, the rising front, the auto-

matic diaphragm scale. But the customer wishes to know how these features affect the picture.

Since its range of shutter speeds extends in both directions beyond that of an ordinary camera, the No. 1 *Special* can make extra fast snapshots of moving objects and extra slow snapshots in dull light. The *f*.6.3 lens wide open admits sixty per cent. more illumination to the film than does an *f*.8 lens wide open. Thus the No. 1 *Special* matches an extraordinary variety of subjects and conditions.

Other advantages are present

every time an exposure is made. The automatic diaphragm scale simplifies selection of the proper stop. The rising front helps in the composition by cutting off the foreground.

These are reasons why this camera stands a better chance to get a good negative every time and thereby avoid waste.

You can say a lot for the $2\frac{1}{4} \times 3\frac{1}{4}$ picture. Film and paper of that size are inexpensive. Contact prints are large enough for most purposes. Sharp enlargements are obtainable at low cost.

The No. 1 *Special* is therefore an economy camera. It is capable of getting good negatives from an unusually wide range of subjects and its operating expense is small.

The total circulation of advertising on this model runs into millions. It has interested many—has made many prospects—prospects that you can sell if you have the goods in stock.

The KODAK SALESMAN

Give it a Chance to Show Off



You can demonstrate the Kodak Auto-Focus Enlarger right at your counter in daylight—show how the cam controls the focus as the camera is raised or lowered. Of course the customer won't see the image, as he would in a dark room, but he will see the advantages that this apparatus offers.

One Isn't Enough

It is but a few weeks since inventory. Even yet your fingers may ache from the adding machine and your dreams may be nightmares of figures. Still the Kodak Salesman dares suggest, because it can recommend an easy system, that one inventory a year really isn't enough.

The easy system consists of the camera record sheets described in the January Issue. These record sheets show when each shipment of cameras arrived, when and to whom each instrument was sold. They tell in a moment how many of any model were in the store on a given date. Advantages of such a record are: Turn-over can be based on an average of the several inventories made during

the year instead of from one inventory alone; sales can be compared month by month or season by season; stock standards are easily established so that orders may be given for the right quantities at the right time.

The camera record sheets are \$1.50 per hundred net. You will probably need not more than 25 sheets at the start—38 cents. A suitable binder may be purchased at the stationery store for about \$2.00. Total cost \$2.38.

By ordering camera record sheets now and filling them out as at January 1st, 1923, you will make an easy start toward a systematic record of stock keeping and sales analysis.

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February *Kodakery*

To maintain interest in and enthusiasm for Kodak photography is the purpose of Kodakery. The February Issue can hardly fail to accomplish this. It offers new suggestions for interesting pictures that will send many a customer to your Kodak counter for film.

"The Magic Touch of Night" is the title of illustrated article explaining two interesting landscape pictures made as day gradually merges into night.

"Every Day with a Graflex" tells

how any photographic task is easily handled by the Graflex.

Cartoonist Bradford finds "A New Angle on Doll Photography."

Several prints on different grades of Velox illustrate an article about "The Contrast in the Picture."

Other short articles explain the Kodak Portrait Attachment and the Kodak Anastigmat lens.

Two pages are given to pictures of beautiful arches (not orthopedic but architectural) and a host of other illustrations add to the interest of this issue.

Help! Help! Help!

"Yes, Madam, Velox is what I would advise you to use. It is easy to handle and the most certain in results. And this little booklet will tell you what grade of Velox to select for different negatives and exactly how to proceed to make the prints."

In this way one salesman used an advertising booklet to aid him in making a sale.

There are a variety of booklets published to help the man behind the Kodak counter. One for Velox, that will also help to sell chemicals, printing frames, trays, mounts, albums and a variety of other sundries that are either necessary or useful to the amateur photographer who does his own finishing. One that will assist in selling flashlight materials. One that, by creating an interest in home portraiture, will increase the sale of portrait attachments, tripods, yes, and of Kodaks and Brownies too. Another tells about lenses and particularly the Kodak

Anastigmat lens, and this one will help to sell the cameras that have the better equipment. Still another deals with enlarging and is designed to promote the sale of the Kodak Auto-Focus Enlarger, Brownie and Vest Pocket Kodak Enlarging Cameras.

Live wire salesmen will find these booklets a real help in the actual selling of Kodaks and Kodak supplies. But their field of usefulness is not limited to this alone. They will create an interest in and maintain enthusiasm for Kodak photography, all of which means that they may be applied to the benefit of the store which handles Kodak photographic products and to improve the salesmanship record of the man behind the Kodak counter.

The booklets illustrated on the opposite page are supplied free in reasonable quantities. You are working at a disadvantage without their aid. Ask the boss to order what you think you should have.

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An aid to better business, Kodak booklets which are furnished gratis in reasonable quantities. See opposite page. "The Velox Book" and "At Home with the Kodak" are also printed in French.



Meet Them Half Way

When you aim your advertising at what is already in people's minds, you need go only half the distance to reach them. They meet you part way and instead of being on the defensive they are on your side.

February offers fine chances for timely advertising in your window displays, as well as in your newspaper copy. Winter sports are in full swing. The toboggan slides are in great shape and the youngsters have located the best places to skate.

The window display shown above features a good combination—ama-

teur photography and winter sports. And it features them in a positive, direct way. This display will talk Kodak to the boys and girls who pass your store on their way to and from school. It will hold the interest of the grown-ups too, and it is a very easy display to put in.

Such a display will synchronize so well with our current month's advertising that it should be in your window early in the month, when the magazines and farm publications which carry our advertising begin to circulate in your community.

"Selling Kodaks and Supplies" is a new booklet to help you increase your sales in 1923. Write for your copy.



A display from Honjo & Company, Kodak dealers in Kobe, Japan.

In Other Stores

At the Kodak counter of H. C. Rees Optical Company, San Antonio, two customers were discussing the new No. 1 *Special*.

Said one customer: "That's the best Kodak made, in size and style. I own one. You know I took a picture of a couple of people standing about a mile and a half away and they could be seen."

The other customer answered: "I own an *f.7.7* and am well satisfied and before I got my *f.7.7* I owned a little box Brownie. Say let me tell you what I did. I was standing on the banks of Grand River. I snapped a picture and you could see a range of mountains eighty miles away."

"Oh, well," said the first customer, "that's nothing. I was standing on top of Pike's Peak and snapped a picture and the Rocky Mountains were plainly visible in the background."

This was a perfectly serious discussion and it's that kind of enthusiasm which makes interest in amateur photography catching.

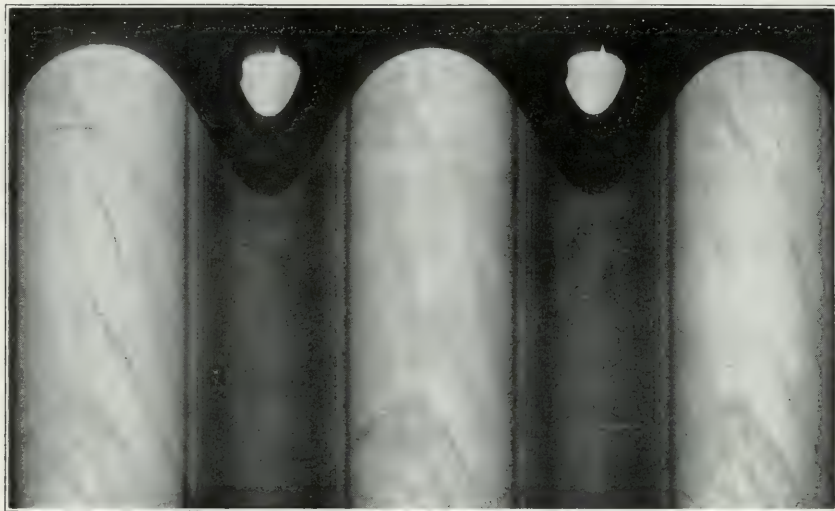
Another store advertises *Kodakery* in its newspaper space. The ad shows the cover of the magazine, describes its contents, and offers to take subscriptions at 60 cents a year. Tells also that a twelve months' subscription goes free with every Eastman camera.

If you care to do likewise, ask us for a cut of the cover.

One city dealer makes one of his regular advertising schemes serve the added purpose of moving unclaimed finishing work. Every week he displays an enlargement, which is offered free to the owner of the negative. That's been done before, of course, but here's a new wrinkle: *the negative is chosen from an unclaimed envelope*. To get the enlargement the owner must call for his long overdue order.

This practice has done very well, getting rid of dead finishing work and attracting more business at the same time.

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From a Negative that had been Affected by X-rays.

What's This a Picture Of?

Conan Doyle had left for home when the above photograph came to light so it was submitted to the Service Department. Like ectoplasm it proved to be a puzzler, but careful investigation finally led to the correct answer.

The cubist effect was found throughout the entire roll of Kodak Film. It had been exposed to x-rays accidentally—probably the covering had been removed so there was no protection from the machine, a few feet away.

Rays evidently struck the film at an angle of about thirty degrees so that the metal end of the spool partially stopped some of them, causing the dark festoons at the top. The centre of the spool was unprotected, however, permitting the rays to reach the film and form the acorn-shaped spots. The panel-like stripes show the grain of the wood in the spool.

Whether one plays around x-ray machines or not it is wise to keep all film rolls covered with their wrappers. While this wrapping is not an absolute safeguard from x-rays it does protect completely against light-fog and may save some trouble.

If one of your customer's films ever does show a strange effect, however, let the Service Department help to solve the mystery.

A. E. Marriott, Hastings, England, has this to say for his Kodak Projection Printer:

"It may interest you to know that we have made over twenty-five thousand enlargements this year and that all have been done by one young lady *alone* with the Kodak Projection Printer I bought in February. This speaks for itself! I expect, up to Christmas, to do about 3000 a week so must have another Projection Printer.

I am quite willing that you should publish this unsolicited testimonial."

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Learn from Your Scrapbook

It's a careless philosophy that says, "forget the past." In business, certainly, it is well to know what has gone before, which schemes have worked and which have failed.

Keep an advertising scrapbook, not as a morgue but as a storehouse of vital, valuable ideas. Many of them, in altered form, will bear repetition. Many others, stunts and features that would be recognized if repeated, will suggest new adaptations or entirely original notions.

Every window display should be photographed and the pictures should be preserved in a scrapbook. And, in addition to supplying you with new ideas, the old displays will teach you what to aim at and

what to avoid, what style of trim suits your particular windows best.

Another scrapbook should contain every Kodak advertisement that you run. It will help you manage your current advertising. It will show you whether your ads, as a whole, are attractive and well laid out. It will also show you which of your local papers gives you the best set up.

Remember which ads brought the most business. Figure out what their special pulling power was founded on. Then apply the same tactics again.

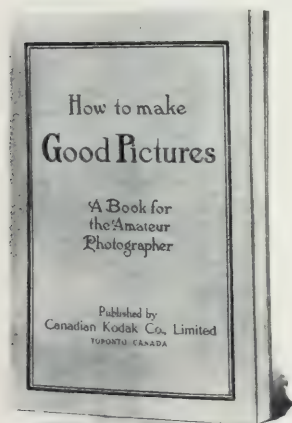
If you'd care to have our advertising department's criticism of your ads, send in some samples.

How to Make Good Pictures

This book shows the simplest way to the best results. Well illustrated, non-technical, and complete, it is a hand book of photography that every amateur—new or experienced—will find interesting.

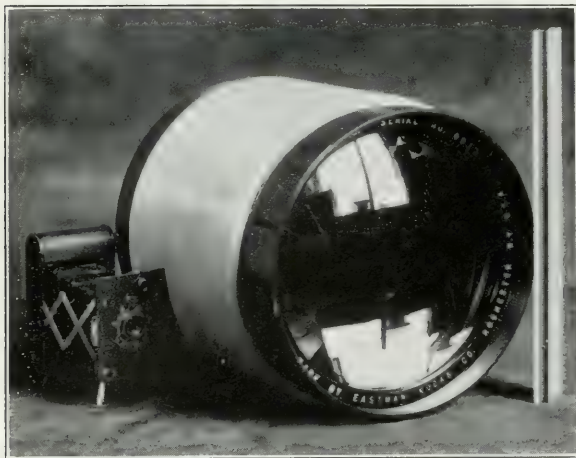
RICHARD ROE & COMPANY

1201 Tripod Avenue



PRICE 50 CENTS

This envelope stuffer supplied in quantities, imprinted, on request. Insert one in each amateur delivery envelope so that the camerists of your community will learn about this valuable guide to better pictures.



A STUDY IN CONTRASTS:
Reading from left to
right, Vest Pocket Ko-
dak, Hawk-Eye Aerial
Lens, a 10 $\frac{1}{2}$ inch rule.

Seeing Without Being Seen

Most of us, on looking back to boyhood days, remember wishing for some subtle influence that would make us invisible. A magic powder, a pirate's bone, a sumac wand, a mystic phrase—all were recommended by the books we read in youth, as excellent methods of accomplishing the feat of seeing others without being visible to them.

During the war, however, this desire to keep out of sight was more than a childish fancy. It was a necessity, especially as far as the photographers in the air service were concerned. Mapping enemy trenches and gun emplacements was almost impossible when the planes had to fly so low to get their pictures that they were easy targets for the enemy. It remained for the wizards of photography to render the aircraft invisible, not by magic powder or wands, but through the creation of lenses with such photographic power that good pictures could be taken from an altitude that put the planes practically out of sight of the anti-aircraft gunners on the earth below.

Thirty-six inches is the focal length of the newest lens of this kind. It surpasses in size and ability any made heretofore for aerial photography and was designed and manufactured especially for this purpose at the Kodak lens plant. The Hawk-Eye Aerial Lens, because of its extreme focal length, permits the photographer to fly as high as five miles and still obtain satisfactory pictures. At this height the plane is practically invisible to people on the ground. In addition to this extreme photographic power, a color filter which is cemented between the two rear lens components cuts through haze and objects on the ground are thus photographed that would otherwise be unrecorded.

Its speed of $f.5$ is unusually fast for a lens of such great focal length, and this accounts for its large size. The proportions of the mounted lens are about half those of a nail keg, and in spite of the especially light mounting, it is almost half as heavy as the keg when full. The lens is 7.2 inches in diameter, and with the

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HOW THE HAWK-EYE AERIAL LENS DESTROYS SPACE: Looking toward Kodak Park from the Kodak Main Office Building, Rochester, N. Y. The two stacks at Kodak Park, projecting above the horizon line at the right are 21½ miles distant; and the mill in the foreground, 5 blocks. The gray streak above the tree tops is Lake Ontario, 6 miles away.

Reproduced from an entire 8 x 10 contact print.



mount, it is nine inches across. The distance from the front to the back of the mount is also nine inches. Because it was made for aerial work, great care was taken in the design and manufacture of the lens to make it as light as possible. The mounting is therefore of aluminum instead of brass which is used on most lenses. Even with these precautions, the lens and its mounting weigh about forty-five pounds, considerably more than the specially made camera in which it will be used.

It was, of course, with some difficulty that the glass for such a lens was obtained, but diligent search was at length rewarded. Then followed four months of steady work. Special tools had been made and special apparatus constructed on which the lenses were ground and polished. New testing equipment had to be devised to accommodate the extra large product, for it had to satisfy all the exacting tests required of Kodak Anastigmats.

Its construction is similar to the regular Kodak Anastigmat, except

that the two rear components of crown and flint glass are not separated by the usual air space, only the thin minus-blue filter being cemented in between them.

From design and selection of materials to the polishing and mounting, this lens was the work of Kodak lens experts. The same skill and care that have given the Kodak Anastigmats their optical efficiency have entered into the creation of this aerial lens and made it the success that early tests have proved it.

Silhouette Pictures

The present fad for silhouette pictures is creating good business for many Kodak stores. Are you getting your share of this new business?

“Silhouette Making the Kodak Way” will keep the Kodaks busy and the customers coming to your counter for film and more film. We will send a supply of these booklets on request.

There is a display card, too, which you may have for the asking.



Ten Minutes with the Boss

"Going to buy a new car?" asked Sam.

"Well," replied Mr. Clark as he lowered the advertising booklet that had provoked the question, "I was thinking of buying a car but now that this bit of literature has broken in on me I'm thinking of not buying one."

"What's wrong?" queried Sam.

"This," and rather dramatically Mr. Clark pointed to the dealer's imprint on the back of the book. "Look at it. Isn't it pretty? Isn't it nice? Isn't it beautiful? This may be a little thing but it's just enough to indicate to me that I don't want to buy my car from a concern as careless as apparently this one is.

"The manufacturer of a fine car issues a good looking booklet to describe that car and allows the dealer to partake of the resultant publicity by leaving a blank panel on the back cover for the insertion of his name and address. The manufacturer goes to considerable expense to make this book a quality job. The paper is excellent, the cuts are splendid, that cover cost a lot of money and the general effect is one of richness. And that was just what the manufacturer was after. He wanted this book to reflect the quality of his product. He sends a few hundred on

to Lind, the local dealer here, and what does Lind do? He doesn't do anything but he undoes till he's red in the face. He gets a clerk with a bruised brain and the clerk gets a stamp with particularly purple ink and clerk and stamp, working hand in hand, scuttle the ship in thirty minutes.

"Instead of inserting the name and address neatly in the panel provided for that purpose, the clerk with the injured intellect slams it in almost anywhere. Instead of matching the ink on the cover, the provocative purple that was used adds insult to injury. The effect that the manufacturer had secured is absolutely destroyed.

"We don't have that trouble here, Sammy, but a word to young Steffens as to the proper way to present a booklet might be worth while. I saw him slide a copy of "At Home with the Kodak" across the counter as if it were a fire sale dodger.

"That little book should be handled as if it were very much worth while—as it certainly is. We've got to treat it with proper respect if we expect the customer to.

"Do you know what a parabola is, Sammy? Never mind, this booklet will describe one for you."

And in a beautiful arc the booklet, with motive power supplied by Mr. Clark's wrist, fluttered into a waste basket on the other side of the room.

*The man who sticks to the
beaten path usually makes a
rut of it.*

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

MARCH 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA

*A short stock never reaches
the best trade. Customers
prefer to choose from com-
plete assortments.*

Discouraged?

WHEN Abraham Lincoln was a young man he ran for the legislature in Illinois, and was badly swamped.

He next entered business, failed, and spent seventeen years of his life paying up the debts of a worthless partner.

He was in love with a beautiful young woman to whom he became engaged—then she died.

Entering politics again, he ran for Congress and was badly defeated.

He then tried to get an appointment to the United States Land Office but failed.

He became a candidate for the United States Senate, and was badly defeated.

In 1856 he became a candidate for the Vice-Presidency and was again defeated.

In 1858 he was defeated by Douglas.

One failure after another—bad failures—great setbacks. In the face of all this he eventually became one of his country's greatest men, if not the greatest.

When you think of a series of setbacks like this, doesn't it make you feel small to become discouraged, just because you think you are having a hard time in life?

—*Selected*



TO FIT THE COLOR SCHEME

Eddie's fastidious customer can't decide which carton she prefers—the one with the red lettering or the one with the blue. But she does know that the film she wants comes in the yellow box.

The KODAK SALESMAN

an aid to the man behind the counter

Vol. 9

MARCH, 1923

No. 2

Have It in Stock

Two weary motorists, one of whom was fat, sat in a hotel dining room. Twice the waiter had returned to say that the viands they had chosen from the long and elaborate menu were "Just out."

Lacking the energy to decode the bill of fare again, the fat man asked "Well, what can you give us?" The waiter's answer was "If one of you likes aiggs, I can give the other 'am."

In the story of every prosperous business the longest chapter is *service*. And service begins in having at hand the goods that any customer has a right to expect. If a merchant carries a line that is extensively advertised by its manufacturers, the customer expects him to carry a representative assortment of that line. National advertising is what influences public taste most, because it introduces the latest products to the people.

A new model camera is on the market. So carefully is it made, so rich is it in appearance and so complete in its equipment, that the No. 2C Autographic Kodak Special merits an enthusiastic reception.

We know that the public will appreciate the 2C Special when they

learn about it. We know, too, how to spread its fame.

Almost a million advertisements will broadcast the good word about this camera. The first installment is in the March Issues of several leading magazines. (See page 5.) People are going to know that there is a new Special and their knowledge will evidence itself at Kodak counters in stores which have the instrument in stock.

The new model fills a definite want. Like the already popular No. 1 Special, it is the discriminating person's ideal of what a hand camera should be. For the first time a camera of this class is offered in the popular 2C size.

The 2C size has a host of devotees—people who prefer the $2\frac{7}{8} \times 4\frac{7}{8}$ picture to any other size. Many of these have been waiting for a Special in this size, and hundreds of those who already have a 2C Jr. will like the new masterpiece, which combines impressive richness of appearance with the optical and photographic refinements that mean increased efficiency.

In spite of its large Kodak Anastigmat $f.6.3$ lens, more than $1\frac{5}{16}$ in. in diameter, its Kodamatic Shutter

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with seven instantaneous speeds and its Range Finder, the Special is actually smaller in two dimensions than the Junior—and the same length. It measures only $1\frac{1}{16} \times 3\frac{7}{8} \times 8\frac{3}{4}$ inches. The new 2C combines all those features which made the No. 1 Special the model of perfection among hand cameras. It has the same handsome body, the same accessibility of roll holders assuring quick and easy loading, the same accurate control of the sliding bed, the same bellows draw mechanism and the counter sunk Autographic feature. It has a rising and falling front and the accurate Kodak Range Finder, although the focusing scale may be used with the same facility as in any camera. The high speed lens is brought under control by even the newest novice by reason of the unobtrusive exposure table on the shutter.

Such a camera you may depend upon to sustain your reputation for selling the best merchandise at a reasonable price.

Stock the No. 2C Special and you will sell it. The number you sell depends partly on your community, to be sure, but it depends also on the methods you use to tell your community that you have the new camera—the one advertised in MacLean's, the Canadian Home Journal and several other magazines.

When folks come down the street, let them see a 2C Special displayed in your window. When they read the local paper, let them see the 2C Special advertised above your name. Some of them want that camera and will be glad to buy it from you, if you speak up.

But first of all, you must have the 2C Special in stock.

Kodak on the Farm

Any number of convincing arguments may be advanced by the man behind the counter to interest rural customers in a Kodak.

Here are just a few of them:

Provided with a Kodak, the farmer can keep pictorial pedigrees of his live stock, pictorial records of growing crops, pictorial evidences of the ravages of bugs in his orchards, pictorial proof that fertilized land produces the densest growth; comparative photographs taken month by month and year by year show just what happens as time passes and how this year's crops compare with last.

Then there is the valuable use of the photograph as a salesman. Pictures of full bred live stock can be sent to faraway prospects.

Pictures can also be reproduced in catalogues of fairs and sales. Such photographs create interest, attract customers and frequently make sales by mail.

Kodak on the farm isn't a new idea. It isn't new to you and it isn't new to your customers. It is talked about every month, year in and year out, in the farm papers that carry Kodak ads.

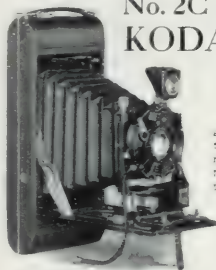
The business value of the camera on the farm is persistently emphasized in this advertising. Month by month more farmers feel the need of photographic apparatus. If yours is an agricultural community, you should find it easy to make this advertising of ours count for that counter of yours.

The KODAK SALESMAN

This Month in the Magazines

Announcing a new Kodak

No. 2C Autographic KODAK Special



Let this new camera in general interest the 2C, popular 2 1/2 x 4 1/4 inch and now comes the 2C autographic camera pictured in the top of this

The photographic refinements of the No. 2C Special are so complete that virtually every aid to results is conspicuously present. Kodak Range Finder helps you determine the exact focus, Kodak Anastigmat *f*6.3 is the famous "lens for better pictures", the seven speed Kodomatic shutter is noted for accuracy and the sliding exposure scale automatically indicates the proper time to allow for each stop opening.

Pictures brilliant, sparkling, microscopically sharp logically result when you press the release on the No. 2C Special.

Price \$25.00 (approx. including tax)

Canadian Kodak Co., Limited, Toronto

In March Issues of
MacLean's Magazine
Canadian Home Journal
Everywoman's World
Western Home Monthly
Saturday Night
La Canadienne



FROM A KODAK INITIATIVE

Kodak on the Farm

While there are always pictures for fun, you will especially appreciate the practical purpose Kodak serves on the farm.

For example, pictures like the illustration above are *selling* photographs. In correspondence and advertising you need them, as picture records you want them. The Autographic Kodak gives them, the easiest way—and complete even to date and title. Just press the button and write in the slot.

*Autographic Kodak No. 2C
Illustration*

Canadian Kodak Co., Limited, Toronto

In March Issues of
Canadian Countryman
Farm and Dairy
Farm and Ranch Review
Farmer's Advocate
Grain Growers' Guide
Nor' West Farmer

The KODAK SALESMAN

Graflex Cameras for Everybody

Reduced Graflex prices, which became effective early in the new year, have placed this distinctive camera well within buying distance of a bigger section of the public.

To own a Graflex has long been the ambition of many an amateur but the price upheaval caused by the war was indeed discouraging. That situation has changed.

At the beginning of 1922 Graflex prices suffered a mark down which anticipated increased production at lower costs. The results of this policy made 1922 a big Graflex year and gave us added courage toward planning for 1923.

Promise of still bigger sales and still lower costs on many models prompted the drastic cut just made: a cut that brings Graflex prices to a new low level. For example, the Auto Graflex Junior with Kodak Anastigmat lens *f*.4.5 now sells for \$62.50. Never before has a Graflex with *f*.4.5 lens been offered at such a modest price.

To justify the new figures we expect many more photographic departments to push the Graflex and to build business on the increased interest that these prices are certain to excite. In almost every community there are people who want the advantages that this camera offers.

Each month we receive inquiries from prospects located in towns where no Graflex is carried in stock. And there are thousands of other people who will consider a Graflex when some live salesman wakes them up.

The easiest way to sell a Graflex is to show it. The camera almost demonstrates itself. Anybody who looks in the hood and sees the image on the ground glass appreciates at once the way in which composition and focusing are facilitated.

He is impressed also by the shutter speeds of 1/5 to 1/1000 of a second, a range far beyond that of ordinary cameras. And he's surprised to find a model that is as small as a Brownie.

To amplify Graflex enthusiasm among the general public the 1923 publicity planned for this camera is more extensive than ever before. Magazine ads begin in March issues and their purpose will be to tell the public that Graflex advantages are of genuine value not only when the subject is sensational but every time there is a picture to make.

Among your customers are some Graflex prospects. Sell one of them and that one will be of tremendous help in selling the others.

But have you a Graflex in stock?

March *Kodakery*

"The Year's Story" by Albert Crane Wallace, "Window Back-grounds," "Winter Pastimes"—all these excellent and well illustrated articles make a timely appearance in the March Number of *Kodakery*.

But that isn't all. There's an account of how two youngsters began

their picture making careers. "Joe and Jerry Join the Camera Owning Class" is the title of this story.

A treatise on "Ferrotyping Glossy Velox Prints" and a varied assortment of interesting pictures complete an interesting and "meaty" Number.

The KODAK SALESMAN

Kodak as a Salesman's Aid

Photographs of previous installations are a valuable help in selling farm light and power plants, according to the September issue of *Matchless Times*, published by the Western Electric Company.

P. D. Whitaker, of Denver, takes Kodak pictures of each electric plant he installs, the place he installs it in and the people he installs it for. He groups such pictures on a page of his loose-leaf album. On the op-

posite page he pastes testimonials.

Conclusive, comprehensive and easy to grasp a photographic presentation of a sales argument is sure to be a good business-getter.

Perhaps there are salesmen in your town who should have Kodaks to help them sell. Bring the idea to their attention and suggest appropriate equipment for the purpose—for example, the 3A Kodak with Kodak Anastigmat lens *f*.7.7.

What's Doing To-night?

The evenings needn't be dull in the home of any camera owner who knows about silhouette making and flashlight photography. Now is the season for you to introduce this fascinating fun.

The January SALESMAN suggested a window display to promote the silhouette idea. It also announced the publication of "Silhouette Making the Kodak Way" which describes both the daylight and flashlight methods. This booklet is for you to distribute at your finishing counter and with each supply sent out we enclose an attractive show card for display. You can also have on request an electro

for newspaper use, to make the campaign still more effective.

All this material is still available and you need only ask for it. If you stir up some interest in silhouettes and flashlights you can expect increased film and finishing business and more calls for flashlight materials. Publicity for these indoor sports will also help convince camera prospects that amateur photography provides fun at any hour, any day of the year.



You Get First Choice

It's easier to slide down the price list than to climb it, so start near the top when you show a camera.

For example, if somebody asks to see a Brownie, give him a look at one of the folding models. Possibly the box type was what he had in mind, but you can always fall back to that after he has considered the other.

Don't beat yourself out of the five or six dollars difference in the selling price.

What a calamity it would be if a customer who wanted a Folding Autographic Brownie should be shown one of the box type and decide that it was good enough for his purpose.

Of course when a person says, "I wish to see a No. 2A Brownie, price \$3.50," he knows exactly what he wants and so do you. But when he is indefinite, try him out on the more expensive model.



Recognize a good natured occasion with this display.

For Two March Weeks

Mike is the name answered to by the designer of Kodak displays, so a St. Patrick's Day window was inevitable.

He chose a background of pale green crepe paper and a special Irish border, obtainable wherever Dennison goods are sold. The big shamrock in the centre background is dark green. Turf or moss on the floor establishes the "ould sod" idea, and beside each camera a clay pipe, decorated with a green bow, lends further Irish atmosphere.

There's a bit of blarney in the signs too: "Sure and St. Patrick's Day is another fine day for story telling pictures," and "There are

pictures waiting for you on any ould sod."

A Brownie display is always opportune—try the one that's illustrated opposite early in the month before the first warm breezes from the south cause the white mantle, which now covers everything everywhere, to disappear.

The snow man is cut out of cardboard; his eyes and buttons are marked with charcoal. The cut out enlargement is 38 inches high, mounted on cardboard with laths tacked back of each leg to keep the figure rigid.

Make the enlargement from a sharp negative of some youngster who is well-known and the effec-

The KODAK SALESMAN



Get this display into your window and you'll get the business.

tiveness of the window will be doubled because it will contain twice the interest.

Be sure to hang a couple of en-

larged snapshots featuring children and their winter sports against the azure blue background and to have tags on the cameras.

Don't Get Caught on the Hook

A device to press the cable release so that the amateur can take pictures of himself is certain to interest those who know of it. Demonstrate the Kodak Self Timer. And be prepared for questions.

For example: Customers often ask what the hook is for. It is to suspend the Self Timer from the camera bed. If the Self Timer were to sway in the breeze at the end of the cable release, the camera might be moved slightly—enough, perhaps, to make the image badly

blurred and indistinct on the negative.

Customers also ask if the Self Timer will operate the shutter set at bulb or time. Obviously it will not, because a bulb exposure requires a pressure-and-release and a time exposure requires two pressures.

The Kodak Self Timer may be adjusted to press the release from one-half second to one minute after the Self Timer is tripped—plenty of time for the photographer to join his friends in the picture.



Back and front of a Kodak Cut Film Sheath with a film inserted part way. This simple device permits the use of Kodak Cut Film in any amateur's plate camera.

Active Service for Veterans

There are two kinds of plate cameras: those that are used, those that are not.

A few amateurs continue to take pictures with their plate outfits because their enthusiasm outweighs the plates. But if they used light, unbreakable, non-halating material they'd probably make twice as many negatives.

Kodak Cut Film will appeal to amateurs who now buy plates.

Plate cameras that are in disuse probably got that way because their owners grew tired of lugging along several pounds of glass every time they went after pictures.

Kodak Cut Film will call these veteran outfits back into active service.

Any plate camera becomes a film camera simply by using film sheaths in the plate holders. A film sheath is a thin, ribbed metal slide, into which cut film is slipped. Its thickness brings the sensitive surface forward to the focal plane. Film sheaths are easy to load and unload and are instantly inserted or removed.

Kodak Cut Film Sheaths are made in four sizes: $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ retail at twelve cents each; $3\frac{1}{4} \times 5\frac{1}{2}$ and 4×5 retail at eighteen cents each.

Thus for almost nothing the owner of a plate camera can equip his holders for cut film.

Cut film holders, which take the place of plate holders and require no sheaths, are available for Graflex, Graphic and Premo cameras. They are similar to plate holders but easier to load.

Somewhere in your community are several old plate cameras that ought to be used more. Find out who owns them and tell how easily they can be brought up to date.

You'll sell Kodak Cut Film, Kodak Cut Film *Super Speed*, Kodak Cut Film Sheaths, cut film holders for various cameras, Kodak Developing Box No. 1 and Kodak Film Developing Hangers.

Remember that every time you rejuvenate an old plate camera you give some experienced amateur a fresh start.

รูปถ่าย Kodak

รูปถ่าย Kodak - รูปถ่าย Kodak



กล้องถ่ายรูป ที่ควรซื้อคือ กล้อง "โกดัก" KODAK



กล้องถ่ายรูป "โกดัก" เป็นกล้องถ่ายรูปที่ง่ายและสะดวกที่สุดในการใช้ เพราะกล้อง "โกดัก" นี้ไม่ต้องใช้ฟิล์ม และไม่ต้องใช้เลนส์ที่แพงและซับซ้อนเหมือนกล้องถ่ายรูปชนิดอื่น ๆ กล้อง "โกดัก" นี้สามารถถ่ายภาพได้ทั้งกลางวันและกลางคืน และยังสามารถถ่ายภาพได้ทั้งในที่มืดและในที่สว่างได้โดยไม่ต้องใช้ฟิล์ม และไม่ต้องใช้เลนส์ที่แพงและซับซ้อนเหมือนกล้องถ่ายรูปชนิดอื่น ๆ

ถ้าต้องการซื้อกล้อง "โกดัก" นี้ กรุณาติดต่อตัวแทนจำหน่ายกล้อง "โกดัก" ในเมืองนี้

ตัวแทนจำหน่ายกล้อง "โกดัก" ในเมืองนี้

ที่ร้านขายของชำ

ที่ร้านขายของชำ

ที่ร้านขายของชำ

ที่ร้านขายของชำ

Dealers

Malay Branch Dispensary

From Photo Studio

Talat No. Photo Studio

บริษัทโกดัก จำกัด

(Incorporated in England)

เลขทะเบียนการค้า 1000

Kodak Ltd.

Incorporated in England.

3 Battery Road Singapore

This advertisement appeared as a full page in a Singapore newspaper. The language is said to be Malay, but a Kodak "clicks" in any tongue.

The KODAK SALESMAN



When I. L. Maduro, Jr., of Panama City, decided to have a big sign to show a tourist photographing Culebra Cut, he chose one of Panama's foremost artists to execute the commission.

The sign stands beside the principal highway, where it is seen both by local people and tourists. Some vandal once slashed the canvas, but it is now protected by wire, so all may admire but none destroy Mr. Maduro's excellent advertisement.

In Other Stores

Some novel phase of amateur photography, illustrated and explained by a window display each month, is one of Mr. F. W. Wheeler's plans for increasing the Kodak business of Wheeler's Pharmacy, Inc., Springfield, Vt.

The first display featured silhouettes. On the centre panel of a three-section screen was shown an enlargement made from a silhouette negative. On the remaining panels the daylight and flashlight methods were explained, with diagrams.

This suggestion is good for any time of the year and it is worth applying. One of the best ways to keep up film sales is to get camera owners interested in stunts that are a little out of the ordinary. Silhouette-making is only one of them but it is swiftly gaining vogue, both here and in Europe. See page 7 for methods of promoting it.

The reputation of Mr. James L. Watt, Kodak dealer at St. George, New Brunswick, for trying to please his customers sometimes leads him into difficulty. Here is an instance.

Not long ago a lady presented a negative, of herself. She had accepted several prints from it but wished another half dozen made with her hat raised so that it wouldn't shade her face.

Mr. F. C. Barker, Treasurer of the Maryland Photo Stock Company, Baltimore, sends in a picture of a window display made of big yellow film cartons, as previously suggested in the KODAK SALESMAN. He says, "While our display was not intended to be spectacular it must have had the punch for it 'brought home the bacon.' "

The KODAK SALESMAN

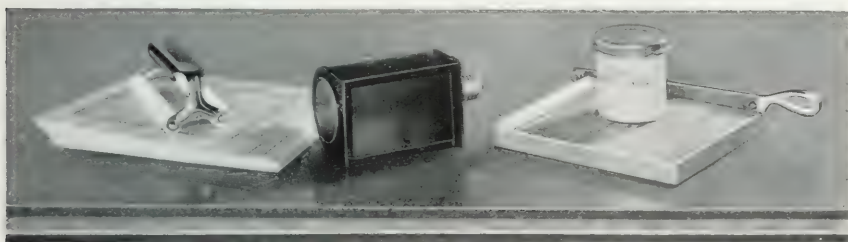
Show the Group, Sell the Group

A professor of psychology, demonstrating the mental association of ideas, asked his class: "What word comes immediately to your mind when I say 'seven'?"

The class in unison answered: "Eleven!"

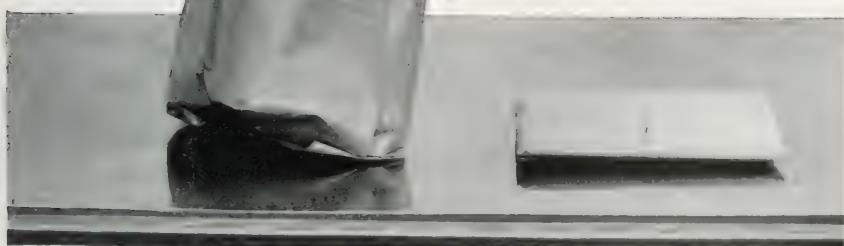
Which may or may not prove that related ideas travel in groups.

When a customer asks for Bromide Paper you know at once that he does enlarging. When he orders the paper he has enlarging in mind, and he is determined to get the best possible results. He'll be interested in a safelight that will guard his paper from fogging, and in materials with which to mount the finished prints.



If you show him, in addition to the Bromide Paper, the five articles reproduced above, you may sell him
this \$4.60 package

as
well
as
this
fifty
cent
one





Eighteen feet of water in the basement—and nobody cares.

Building over Water to Save Land

Unlike the engineers in Holland who create real estate by draining lakes and bays, the Eastman Kodak engineers have erected their latest building at Kodak Park over water. The new Film Storage building, as it is called, covers the reservoir in which is stored five million gallons of filtered water used in various processes connected with the manufacture of film and other Eastman products.

To protect this water, the reservoir had to be covered when it was built, so the foresighted engineers made the cover of unusual strength and supported it by heavy pillars, to act as the foundation for a building should the growth of Kodak Park make such construction desirable. It was not long before the wisdom of this provision for the future was apparent. The area de-

voted to the manufacture of film became so crowded that a new building was needed to supply room for storage and shipping, and as the reservoir occupied the only available space and was conveniently situated for good shipping facilities it became the site for the new structure.

The Film Storage building is two stories in height, contains about two acres of floorspace, and is so designed that another story can be added when needed. It was designed by Kodak Park engineers and embodies all the latest features that go into fire proof construction. It is shaped in the form of a "U", and is divided into three distinct sections to conform with the needs of storage and shipping work. On the top floor, where moving picture film is stored, each section is divided into

The KODAK SALESMAN

seven fire proof compartments, each of which can be isolated in case of fire.

The temperature and humidity of the rooms are kept uniform so that the dependability given Kodak

Film in its manufacture will be preserved. The film is safeguarded in storage and packing, to maintain all the qualities that scientific formulae and careful manufacturing have put into it.

The Better Holder

Many Graflex users appreciate roll film convenience and will be interested in the Graflex Roll Holder that is now supplied. It is an improved model.

The centers that fit into the spool ends stay properly aligned because they are mounted on slides instead of on hinges. The front of the loading frame has a roller along each lengthwise edge over which the film passes as it is wound.

These two features are a vast improvement and in this new roll

holder the film travels smoothly and straight.

A big advantage of roll film is that six exposures can be developed at one time in a Kodak Film Tank, without the use of a darkroom. All the Graflex users among your customers should therefore learn about the Graflex Roll Holder. There is one for every Graflex, except the 1A and 3A Autographic models which take Kodak Film, and you can recommend it with enthusiasm.

Kodak By Flashlight



KODAK FLASH
SHEET HOLDER

\$1.50

EASTMAN FLASH
SHEETS, per $\frac{1}{2}$ doz.

35c. up

The dance, the bridge game, or the children's party—a flashlight picture provides a pleasant remembrance of the evening. And making the flashlight is a novelty that will enliven the occasion itself.

Eastman Flash Sheets and Kodak Flash Sheet Holder—accessories or information to make flashlight photography easier, always available at our Kodak counter.

RICHARD ROE & COMPANY
1201 Tripod Avenue

This envelope stuffer, imprinted with your name and address, supplied on request.



Ten Minutes with the Boss

"Ever see the picture 'Buried Treasure' that's showing over at the Empire this week, Sammy? No? Well, you haven't missed much, but it gives me a chance to tell a story that has a practical application to the Kodak counter.

"The picture is a regular 'thriller'. You see, Sammy, there's a hero, whose rich uncle passed out somewhere down among the South Sea Islands, where, after years of search he had just located a treasure chest buried by one of the old South Sea pirates. The uncle, of course, leaves the usual map and separate key explaining it. The map comes into the possession of the rightful heir, our hero, but, sad to relate, the key, which is so essential to the recovery of the treasure, falls into the villain's hands. What happens before our hero manages to get hold of map and key for long enough to study their story, is hair-raising, to say the least.

"Of course all comes right in the end. Our hero marries the heroine and they live happily thereafter on the old uncle's Spanish doubloons.

"I just wondered, Sammy, if we ever sent anyone away from the store on a wild goose treasure hunt. When a customer buys a camera

here, or anywhere else, he rightfully falls heir to all the pleasures that good pictures afford. But how about the key, Sammy? That key, to my way of thinking, is the little manual that accompanies the camera. Do we ever play the villain and keep the customer separated from his rightful inheritance? Although photography, the Kodak way, is simple enough, Sammy, the absolute novice has little better chance of making good pictures, unless he first reads the manual, than our hero had of recovering the buried treasure without the key to the old uncle's map.

"Do we put enough emphasis on the book when the customer makes the purchase. It ought to be particularly referred to at the conclusion of each sale. That little manual will play a big part in better picture making, Sammy, if the amateur will only let it. And we should see that he does.

"Don't let us play the villain in the piece, Sammy, my boy."

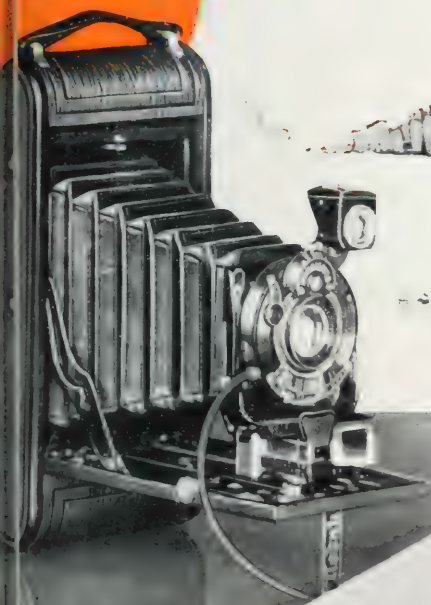
If a customer asks you to explain why an anastigmat lens is better than a Rapid Rectilinear or a Meniscus Achromatic, can you do it? If you'll read pages 16, 17, 18, 19, in "About Lenses" you can.

Raise up for yourself a target, or how can you hope to register a bull's eye?

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

APRIL 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*Perspicacity, perspiration,
perseverance, are big words,
but they can bring still bigger
results.*

— Forbes

RETAIL prosperity stands on this tripod:
full stocks, energetic salesmanship,
persistent advertising. Each of these three
is helpless alone; all are essential to keep
business up.



SOLD ON EASY TERMS

Knowing when to avoid the technical terminology of photography is even more important than knowing it. Long words can complicate a simple instrument. Plain talk makes the most sales. Make it simple.

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

April, 1923

No. 3

Keeping the Line Alive

First big news of the Kodak year was the announcement in February of the No. 2C Autographic Kodak *Special*. Selling points for this splendid instrument are discussed on page 6 but right here let's consider the influence a new product has on your trade.

Last year witnessed some important additions to the Kodak line: Kodak Auto-Focus Enlarger, Kodak Cut Film, the new model No. 1 *Special*, and various accessories for the amateur. They all moved at a satisfactory rate, stimulating business as soon as the public heard their stories.

The same will be true of the 2C *Special*. A new article takes hold quickly. People are attracted by the latest thing, not only because it's something different but also because they expect it to embody innovations and novel refinements. Thus a recent product bearing an established trademark encounters but little active resistance and finds ready sale.

Introduction of a new Kodak, however, goes further and affects the whole line because it always marks a step ahead. It proves to the public that photography is moving forward and, since a marching banner attracts the most recruits, it creates fresh interest in

picture-making. A new Kodak reminds the public that the Kodak organization is progressive and that the line is thoroughly alive and up-to-date.

Goodwill and confidence thus created are reflected toward every Kodak counter, where they aid the salesman in persuading his customers to buy.

It is our definite purpose to help guide the progress of photography, to foresee the trend of the trade and to supply all its logical needs. Our laboratories and our experimental departments must keep constantly in the vanguard so that our factories can offer a quality product whenever a demand arrives.

The fact that the vitality of the Kodak line is always maintained at high pitch perhaps animates you in your work at the Kodak counter. At any rate our policy to keep it alive is behind the 2C Autographic Kodak *Special* and we hope you will give it the attention and publicity it deserves. It's new, and that's your cue for pushing it. And you may be sure that energy spent in promoting this latest model will help you sell other models also because it proves that the Kodak goods you carry are up-to-date and that you are in line with the progress of amateur photography.



Show Windows and Show Crowds

Window shopping is a popular pastime with the throngs of people who, night after night, flock to the theatres.

In the early evening there are always scattered groups walking the streets, until time for the next movie or vaudeville show to begin. And after the theatre many people linger at the store windows to see

what the merchants are recommending to the public.

The theatre crowds are worth selling to, and your window displays will introduce you to them. If there are many people on the streets at night in your part of town keep your windows lighted up until the theatre crowds have all had a chance to see them.

Velox Does the Best

Velox paper enables you to get all there is in every negative every time. Regular, Special and Contrast—each is for use with certain kinds of negatives.

The working latitude of Velox reduces waste—good prints may be made from slightly over-exposed or under-exposed films without modifying the developer.

Easy control during development is valuable also. The image appears gradually and steadily but quickly enough to keep pace with rapid printers.

Velox is advertised in every manual. Customers therefore expect their prints to be made on Velox and anyway they'd be best satisfied with the results that Velox gives.

Let the Decision Come Last

When you climb aboard a lunch counter at noon the waiter doesn't ask you what kind of a meal you wish, how much you expect to pay for your meal, the size of meal you had in mind.

No, sir. He hands you a bill of fare, suggests a couple of things that are especially good and permits you to choose.

That system can be applied at Kodak counters as well as at lunch counters.

A customer must see what you have before he knows what he wants. If at the start you ask him what sort of camera he wishes, how large a camera he wishes, the price he wishes to pay for a camera, you drive him to a haphazard de-

cision, arrived at without the expert help and suggestion you might offer him. Furthermore, after compelling him to make such a decision it is hard to pry him from it.

The better way is to give the customer a camera to examine. Then you both have something to talk about, the tension relaxes, your salesmanship has full play and he makes his choice intelligently.

The customer's decision as to price, size, model, etc., should come in the epilogue instead of in the prologue. That gives you a chance to talk No. 2C Kodak *Special* to the fellow who, challenged at the outset, would dare decide only on a Folding Brownie.



Rotogravure Season Opens April 7

The first of a new series of Kodak Rotogravure advertisements appears on April 7th in the Toronto Star Weekly, Montreal Standard, Montreal La Presse and Halifax Atlantic Leader. The big page and the big picture are certain to im-

press the public. It's an obvious opportunity for a local tie-up. A full size Rotogravure proof will be sent to you from Toronto a few days before the Ad appears. Make it the basis of your window display for the week following April 7th.



Kodak as you go

All roads lead to pictures—the quiet lane just as surely as the busy highway.

With your Kodak tucked beside you, you have only to pick and choose—and press the button.

*Autographic Kodaks \$6.50 up
At your dealer's*

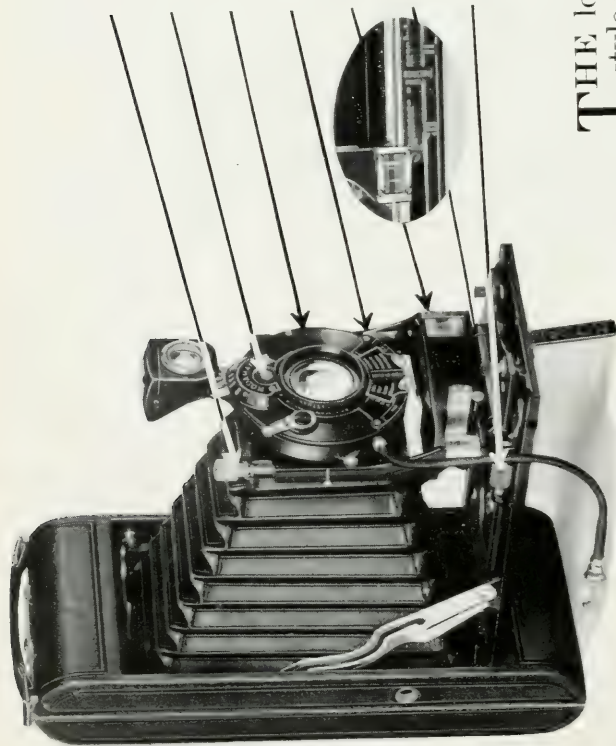
Canadian Kodak Co., Limited, Toronto

These April Magazines Carry the Same Ad

MaeJean's
Canadian Home Journal
Everywoman's World
Western Home Monthly
Saturday Night

La Canadienne
Le Samedi
Saturday Evening Post
Pictorial Review

Good Housekeeping
Vogue
Cosmopolitan
American
Red Book



A New Camera
2C Autographic
KODAK Special

Price \$65

1. Rising and falling front helps in composition.
2. Kodamatic shutter has seven speeds: $1/2$ to $1/150$.
3. Kodak Anastigmat lens, $f.6.3$, of 6-inch focus.
4. Automatic stop scale simplifies proper exposure.
5. Kodak Range Finder tells when focus is sharp.
6. Flush focusing scale, is readable from an angle.
7. Worm focusing screw, easily turned by the thumb.

THE looks of this new camera spell luxury but its style is only worthy of its practical, picture-making excellence. It fills a vacant place in the Kodak peevage; its purpose is to make *special* quality pictures in the 2C size.

Similar in design to the No. 1 *Special*, plus the Kodak Range Finder, this Kodak weighs but thirty-two ounces. Yet every refinement is present; memorize the list above. Display the 2C *Special*. Its richness will attract and its features will persuade.



Adventures in Buyology

Based on an actual experience in a store that sells Kodaks

"Joe, if you wanted to sell a dog to a person who demanded a cat how would you go about it?" asked Tom Baxter of his star salesman as they left the office together one evening in February.

"I don't know. The only live-stock I ever sold was animal crackers," answered Joe. "What's the difficulty?"

"It's this. The kitten that father sent my youngster for Christmas has grown from a tiny, defenseless thing into a right vigorous young beast. It isn't a safe opponent for a three-year old baby any more, so I'm sending it back to the farm. But I promised to bring home another kitty, a nice one that wouldn't scratch.

"Well, I went to Hough's this noon, found the fifth floor, found the toy department, and found nobody attending to it. After several minutes, during which no one appeared, I whistled. That had some effect. Pretty soon a saleslady showed up from somewhere. She was a bright girl. I could tell from her conversation. First she asked me if I wanted something and then told me I was in the toy department.

"I said I wished to buy a cat. After a moment of amazement the saleslady ventured, 'Oh, you want a toy cat,' to which I agreed. Without making a move to look around, she declared, 'We ain't got any.'

"Are you quite sure?" I asked. She said she was sure positively. She made me feel much better, however, by assuring me that there were some cats in stock about Christmas time but they'd all been sold.

"Well, I hadn't the endurance to

go to another store and run the risk of repeating the whole stumbling procedure so I asked if she had a toy dog. She said, 'Oh, yes. Dogs didn't sell near as well as cats at Christmas. We still got some dogs.' Then after a considerable search the dog was produced and I finally bought it.

"Now I'll have to convince the baby that a dog is much nicer than a cat anyway."

"Is that what's in your bundle?" asked Joe, pointing to the strange looking affair under Tom's arm.

"That's it," answered Tom.

Just then a hurrying home-goer bumped into Tom's elbow, squeezed the package that contained the dog and heard a sort of mechanical growl, which, by the vaguest stretch of imagination might sound like a pup.

Tom's surprise at the newly discovered talent of his purchase was evident at once.

"If the saleslady had told me what this dog could do I'd have bought it gladly and forgiven her for letting her stock of cats run down."

Because photographic lenses possess optical qualities they are unlike pieces of ordinary glass. You cannot safely change lenses.

Different lenses affect light rays in different ways; they can be interchanged without danger only by experts working with the proper testing equipment.

It's a proper job for the Repair Department at Toronto.

The KODAK SALESMAN



“Every road takes you to pictures—KODAK”

You Get An Advance Proof

The cue for this window is the first of the 1923 Kodak Rotogravure Ads. It appears on April 7th and an advance proof for display will reach you a few days before that date.

For a background use light blue crepe, the fringe of leaves is cut from green paper and the floor is of gravel and moss to indicate a roadside. Highway scenes carry out the motor idea. If you can get views that are familiar to your customers so much the better.

An unpainted board fence gives locality to the display and the sign post indicating pictures in every direction gives point to it.

Notice that each Kodak has a price tag near it—price is a part of the story that always interests prospective customers.

The advertisement that is the nucleus of this display appears in many of the leading magazines as well as in the Rotogravure supplements—total circulation in Canada a million and a half. Worth tying up to isn't it? Do it April 9th to 15th with the display described above. It aims not only at motorists but at everyone who might buy a Kodak—and that's everybody. But coming at the beginning of the touring season, it is doubly timely.



"Every Spring day has pictures for your KODAK"

Timely, Simple and Effective

Spring has come.

The display pictured above will remind all who pass your store that every spring day has pictures for the Kodak.

This is another display that it will be quite easy to install. Use light blue crepe paper for the sky and grass green for the foreground. A circular piece of orange crepe makes a brilliant sun. The blossoms may be real or artificial and the trees are fern leaves.

The Kodak Girl Cut-Out Display Sign, a couple of typical spring pic-

tures, a hand lettered card reading "Every Spring day has pictures for your Kodak" and a few Kodaks with price tags are the only other essentials.

The display is timely. It reminds all who see it that spring days are full of picture opportunities. It tells them too that here they may obtain a Kodak and the dependable Kodak photo supplies.

If you did not receive the Kodak Girl Cut-out last fall, ask the Advertising Department. They have one for you and it's gratis.

Have you read April Kodakery



Burton Frasher's prize-winning booth at the Los Angeles County Fair, Pomona, California. More than four thousand visitors left their names for Mr. Frasher's mailing list. In building his booth, Mr. Frasher used the big yellow display cartons. If any other dealer wishes a quantity of these cartons the advertising department will supply them at cost.

In Other Stores

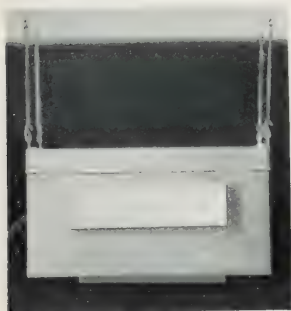
Bromberg & Company, dealers in Birmingham, wanted additional business for their Kodak counter. So they invited all amateurs to register at the store their names, the numbers of their cameras and lenses and the size of film used.

The announcement of this offer explained that if a camera thus registered were later lost or stolen the Bromberg company could help recover it.

Definite results of the campaign were: (1) a new mailing list of camera users, film consumers and prospective finishing customers; (2) an opportunity to extend Kodak service to the camerists of Birmingham; (3) the goodwill that a store gets from doing something special for its customers.

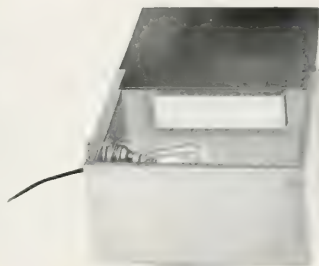
Amateur photography is taught in high school at Tishomingo, Oklahoma. The students are enthusiastic about the work and are given excellent co-operation by the George W. Dudley Hardware Company, Kodak dealers, at Tishomingo, who sell the school all its photographic supplies. Every member of the class uses a Kodak.

Leadley Drug Company, Batavia, N. Y., keeps a record of each finishing customer. When some amateur's card shows that he hasn't brought in any business lately, he receives a letter asking why and suggesting timely local subjects for photographs. This pleasant reminder often gets a neglected camera back into use.



Left—Eastman Indirect Light Box suspended from ceiling as in dark-rooms at Kodak Heights.

Right — A similar box with safelight cover withdrawn.



Dispelling Darkness at Kodak Heights

Everyone knows that photographic films and paper are sensitive to light. Yet the manufacture of these products must be carried on under good illumination to permit effective inspection. The average amateur wonders how this is possible in the rays of dark room safelights only.

How to increase the illumination in the dark rooms at Kodak Heights without endangering the sensitized products exposed in them, was a problem for a long time. Orderliness, safety and efficiency demanded good working light, and the fact that these essentials now characterize all operations at Kodak Heights shows how effectively the handicap of darkness has been overcome.

About an acre of floor space at Kodak Heights is under the new method of dark room illumination developed by the Kodak Research Laboratory. Work is carried on under a sufficient but safe light to which the eye is readily adjusted and under which high standards of manufacturing can be satisfied.

The principal on which the present lighting system is based is quite simple. It is known that the eye is more sensitive in darkness than in light. As a result, it is greatly

affected by any concentrated source of light, and the ability to see other objects at the same time is greatly impaired. It is estimated that the eye is but one per cent efficient when it is directed toward a bright light. To avoid such glare spots, created by lamps directly above the work, uniform illumination was introduced under which anyone can see without strain. The rays are reflected from the ceiling by Eastman Indirect Light boxes, hung ten feet apart. Each light box contains one 25-watt bulb.

The design of the buildings is another factor in improving the lighting in Kodak Heights dark rooms. Unlike the old type of dark room, the walls and ceilings are painted a pale buff or white. Since "light locks," or winding entrances, prevent any white light from entering the room, bright colors are most efficient as they reflect the rays from the lamps most readily. Good reflection is essential in indirect lighting.

The method of routing the work also contributes to the success of the new system. It is so planned that the maximum amount of light consistent with proper safety against



fogging can be used. Sensitive materials are kept under cover whenever possible but they must be handled and inspected many times before the final packing. It was therefore determined just how long during the entire process each product needs be exposed to the safelight, and the lighting is so regulated that the material would have to be exposed six times as long to the same light before it could be damaged. Assume, for example, that film could be exposed twelve minutes with safety; the safelight rays would reach the film for less than two minutes throughout the entire process of its manufacture.

Extreme orderliness, proper placing of materials, and specially designed machinery all help to

shorten the time consumed in handling the products. The less time the sensitive film or paper is exposed to light, the brighter the light may be, and the ease with which the manufacturing can be done is thereby increased.

From the time the emulsion is mixed, through the process of coating it onto film, plates, or paper, until the drying, cutting and packing of the finished product, every operation is conducted in dark rooms, so-called. But none of those under the new system are really dark, and the fact that these rooms are well illuminated, and that they are specially designed to permit good light helps to account for the consistent quality of the sensitized products manufactured at Kodak Heights.

The Scientific Side

The preface quoted below states the purpose of, and also suggests the market for, "The Fundamentals of Photography"—a simple treatise on photography's scientific background, about which many amateurs are curious.

"While a knowledge of the theory of photography is by no means essential for success in the making of pictures, most photographers must have felt a curiosity as to the scientific foundations of the art and have wished to know more of the materials which they use, and of the reactions which those materials undergo when exposed to light and when treated with the chemical baths by which the finished result is obtained. This book has been written with the object of providing an elementary account of the theoretical foundations of photography, in language which can be followed by readers without any specialized scientific training. It is hoped that it will interest photographers in the scientific side of their

work and aid them in getting, through attention to the technical manipulation of their materials, the best results which can be obtained."

Time was when every photographer had to know his physics and chemistry, to understand the behaviour of light and the habits of sensitive materials. With photography simplified as it is to-day, however, the amateur need know only how to read his manual unless he expressly wishes to go a step farther.

Among your customers are many who wish to learn about the *why* of photography and this book tells them. "The Fundamentals of Photography" was written by C. E. K. Mees, D. Sc., Director of the Kodak Research Laboratories. It is intended for the amateur and its price is one dollar and twenty-five cents.



Just Off the Press

We are printing a new edition of the booklet "Large Pictures from Small Cameras."

It is new in size, reduced to $3\frac{1}{2} \times 5\frac{1}{2}$ inches for your convenience in mailing—just the size of the ordinary business envelope.

And it's new and up-to-date in its contents.

In the 32 pages of this booklet are chapters explaining the process of enlarging and the simplicity with which enlargements are made with modern equipment. Other chapters describe the Vest Pocket Kodak and Brownie Enlarging Cameras, the Kodak Auto-Focus Enlarger and the Kodak Enlarging Outfit. Step by step the use of these Enlargers is explained. So, too, are all other details such as selection of paper, exposure and development, making sepia tone Bromide enlargements and mount-

ing and coloring Bromide prints.

The last few pages are devoted to a price list of enlarging apparatus, equipment for enlarging and various sundries that the amateur photographer who does enlarging will find of great convenience and which he may obtain at your store.

It's a booklet that will interest your customers in enlarging and help you sell Enlarging cameras, but it goes a step further. It furnishes just the information that the amateur needs to assure his success with enlarging and keep him interested and a consistent user of photographic materials.

Don't you think that a few such booklets can be used to advantage at your Kodak counter?

If so, ask the Advertising Department. The new edition will soon be off the press and the booklets are free in reasonable quantities.

Fifth of a Second with a Graflex

Although the Graflex instruction sheets tell about it, not every Graflex user knows that he can get an automatic exposure of about $1/5$ second. It is done with the aperture at "O", indicating that the curtain is fully open, and with the tension at 1. Then when the release is pressed the mirror swings upward, exposing the film, and trips the curtain, covering the film again.

Some users call this exposure "O flip" or "mirror up, curtain down". In any case it is valuable

for use indoors. The camera must be set on something solid, of course, because it would almost certainly move if held in the hands for $1/5$ of a second.

The table on the camera itself shows combinations of apertures and tensions for exposures from $1/1000$ down to $1/10$. Some of your Graflex customers may not have learned about the $1/5$ from their instruction sheets and will no doubt be grateful to you for the tip.



Keep Two Mailing Lists

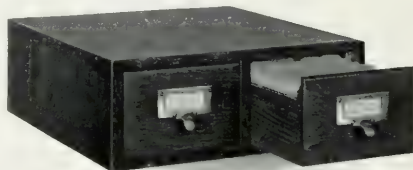
Perhaps you've discovered that a catalogue or booklet is more effective when mailed with an appropriate letter than when distributed only at the counter. Anyway, it's true.

You must have the right names for each purpose, however, and the right address for each name. Otherwise you can waste money and effort.

Keep two lists—and keep both of them up-to-date. One should contain names of camera prospects. The other is for names of camera owners.

To get a live list of camera prospects is an easy enough job. Don't include folks who live so far from your store that they aren't logical customers. Concentrate on classes of people who might come to your store and buy.

Compile your list of camera owners from your finishing records. Whenever you sell a camera transfer the purchaser's card from the prospect file to the owner file. Whenever you sell film or an accessory to a new customer get his name for your owner's file. Keep adding and revising so you'll always have an up-to-date list, ready to use.



A Convenient File for Two Lists.

Every sales letter should be neatly printed or typed. Sloppy mail matter won't get read. Envelopes should never be disfigured by bold slogans, etc. The more tasteful the communication the more profitable it will be.

When a person receives a booklet bearing your store's imprint, accompanied by a neat letter from you, he'll give it genuine attention.

The KODAK SALESMAN suggests from month to month, booklets, catalogues and sales letters that are especially appropriate for current use. And we'll supply copy for special letters, too.

As soon as your lists are ready let us help you go ahead. We know that direct-mail advertising, properly handled, pays our dealers so well that we wish to assist.

Keeping a Kodak Diary?

The amateur photographer who keeps a systematic picture record is the one who takes the deepest and most consistent interest in photography—who is the best customer at your Kodak counter.

That's only one reason why your best selling efforts should be behind Kodak Albums.

A diary, not the old fashioned

kind, but a Kodak diary, that's your cue. A page of pictures in the Kodak Album tells a story more graphically—in a more interesting way, than any number of pages of word description.

Your customers know it but they need to be reminded. Many will act on the suggestion if it comes from you.



April Kodakery

"From Caterpillar to Butterfly" is an interesting story by W. L. Brownell, appearing in April Kodakery. Other articles are "When the Ice Goes Out," "The Sunlight on the Floor," "Photographing Spring Landscapes" and "The Margin of the Print."

In this issue Joe and Jerry consider contrasts. The effect of temperature on development is explained and there are instructions for spotting negatives and prints.

Read it for inspiration. It's full of ideas for opportune sales talks.

For the Good of the Order

You may be using the blanks we provide, a form of your own or some other style of sheet when ordering merchandise from us. In any case we're always glad to receive orders.

Co-operation in one or two matters, however, may save delay and help us get your goods to you on time.

We suggest that Brownies, Ko-

daks, Premos, Graflex cameras, film, paper, chemicals and accessories each be grouped; and that orders for paper always specify brand, size, surface and degree of contrast. This will avoid the necessity of guesswork and of time-consuming correspondence.

If you want a new supply of our order blanks we will gladly send you a pad.

For photography at close range

Kodak Portrait Attachment

A portrait that fills the picture or a sharp "close-up" of an interesting object is easily obtained with your Kodak or Brownie by adding a Portrait Attachment, a simple auxiliary lens that needs no adjustment.



Price

75¢

RICHARD ROE & COMPANY

1201 Tripod Avenue

This envelope stuffer, imprinted with your name and address, supplied on request.



Ten Minutes with the Boss

the next half-hour in watching the rain or conning the ceiling.

"There are four hands ready to help the man who is on his job—his own and the two on the clock.

"This sounds as if it might come from a pulpit rather than a roll top desk. I know that, Sammy—but it's so vitally true and so tremendously important that even if it is the old, old story somebody ought to tell it every once in a while.

"Salesfolk should get the angle easily enough. Their experience over the counter ought to tell them that goods that go have got to be good. They're selling cameras to customers and they know that what interests the customer is 'How good is it? Is it worth the price?' Well, these same salesfolk are selling time to the boss. They are selling him hours on the job or hours up in the clouds. They're packing time with salesmanship — selling ideas that move goods, courtesy and attention that please customers—or they're packing it with indifference and dreams. The boss as a buyer is interested in the first product but he can't be blamed if he loses his enthusiasm over the second."

Mr. Clark glanced at his watch.

"Did I say that time means money, Sammy? Well, the ten minutes are up."

"Time is money," remarked Mr. Clark and stopped as if waiting for the burst of applause.

"That's a bromide," said Sam shortly, forgetting for the moment that he was talking to his boss.

"Precisely why I propose to enlarge on it," was the smiling rejoinder.

"The trouble with a lot of us is that the various rules and regulations that lead to success don't register. Everybody knows, for example, that time means money. And yet there are blessed few of us, just the same, who make the most of the minutes.

"I used to know a chap who went in for framed mottoes pretty extensively. His favorite was 'Do it now' and you could walk into his office almost any time and find him staring at it fixedly with a lot of unfinished business under each elbow.

"And that's about the way we are apt to treat that admonition I just quoted. 'That's certainly true,' we say. 'No question about it. Every second counts. Minutes mean money.' And after expressing ourselves as in entire agreement with the proposition as stated we spend

"Selling Kodaks and Supplies" reviews the information that you need for successful photographic salesmanship. Write for your copy.

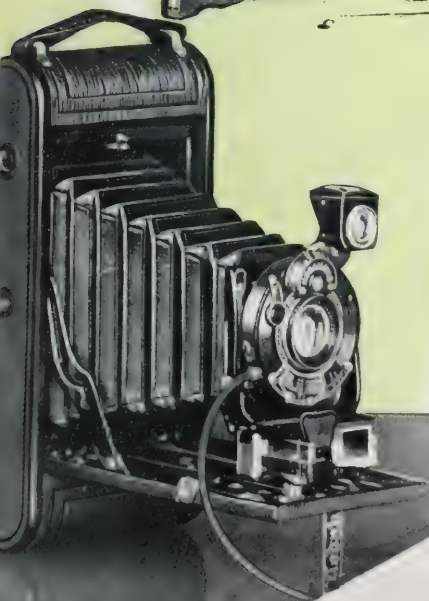
Nothing was ever sold by advertising until the customer found out where it could be bought.

— *National Advertising*

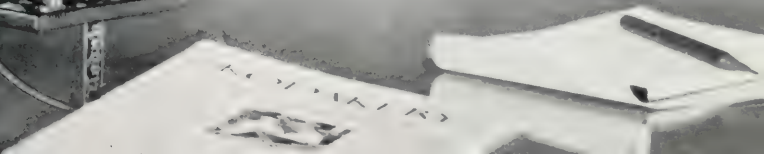
*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

MAY 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



Anyone can work when he feels like working. The successful salesman is one who works whether he feels like it or not.

WHAT'S in a name! "Mostly electric lights," one might well answer as he watches the trademarks blaze against the city sky at night.

A certain Broadway sign is said to contain enough bulbs to supply three cities of 10,000 population each. More than seventeen thousand lamps comprise another sign, fifty feet high and a block long. These two are the largest in the world but there are hundreds of other big ones.

People who pay for these displays are convinced that their attention and interest value equals the tremendous cost of installation and operation. But they are a waste of money unless retail stores tell where the products featured can be bought.

The same is true of all manufacturer's advertising. It can't cash in until the dealer provides the action impetus and tells the consumer to come in and buy.



EXTRA HELP

"Are these the brownies that you advertised this morning?"

The KODAK SALESMAN

an aid to the man behind the counter

Vol. 9

May, 1923

No. 4

In Roto May 12

Periodic advertising in the pictorial sections of popular weekly papers seems especially appropriate for Kodak, the favorite picture maker. And so firm is our faith in its stimulating effect that the volume of our advertising in roto-gravure supplements will be greater in 1923 than ever before.

The very fact that people enjoy pictures is a guaranty that the roto-gravure section gets interested attention. It's the part of the paper that every member of the family wants to look at first.

From page to page the reader's interest in pictures increases and at its climax he is struck by the Kodak ad, carrying in most instances the biggest illustration of all, dominating the whole section. It's somewhat as though the preceding pictures were sample prints, purposely placed to prepare the reader for the *piece de resistance*, the big splurge, the Kodak page.

An advertisement staged that way is bound to be effective. But it won't sell goods of itself alone. It can only help, by urging people to buy Kodaks. It can't call a person into your store, set a camera in front of him and convince him that

your counter is the place to buy. That's up to you.

Our ads can carry the prospective customer just so far along the road to a purchase; you have to meet him there and steer him safely the rest of the way.

To do this doesn't require any spectacular stunt on your part but simply calls for a new, timely application of tested methods, re-designed to fit the occasion. You know what they are—window displays and newspaper advertisements that take advantage of and build upon the solid foundation of interest that national publicity creates.

The first of the 1923 Kodak Ads in Rotogravure appeared on April 7th. Another full page is scheduled for May 12th. A proof of the May Ad will be mailed to you in advance for window posting purposes. An electro (either single or double column) containing the same illustration, may be had on request from the Advertising Department. That makes the business of tying up easy for you.

Fall in line with this scheme—we tell 'em what to buy, you tell 'em where.

For advertising and display suggestions see page 10.



Doubling Up

Ever since its introduction Kodak Cut Film has had constant publicity in amateur photographic journals. But in the small compass of an advertising page it is impossible to say all that is to be said for this important product. That's your part.

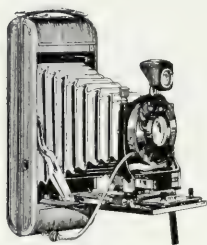
Every customer who now buys plates should be told what Kodak Cut Film is, that the regular is as fast as the best plate emulsions and that *Super Speed* is much faster.

Also that Kodak Cut Film is but 1/10th as heavy and 1/6th as bulky as plates and is flexible, unbreakable and non halation.

It will take but a moment to demonstrate the ease with which a plate camera is converted for use with film. Many of your customers will prefer film and using it will make double the number of negatives that they would with plates.

That's double profits for your Kodak counter.

Special Appeals



Two classes of people choose *Special* Kodaks in preference to less expensive models. They are (1) those who admire the best and are accustomed to buying it (2)

those who want the increased photographic proficiency that such cameras have to offer.

One group is impressed by style, richness, smoothness of operation. The other is after a fast anastigmat lens, a variety of accurate shutter speeds and auxiliary appointments to match.

With a No. 2C Autographic Kodak *Special* as the topic you can talk to either kind of customer in his own language. He need only examine this camera to be convinced that it looks the part of an aristocrat and that it is something he'll be proud to possess. Its luxurious finish and handsome design cannot be missed and to him they will indicate the superior photographic quality that is present.

The customer who knows a little more about picture-making is likewise pleased with the style of the No. 2C *Special*. But he sees through the camera to the pictures that it will make. He thinks of the action scenes he can get at 1/150 of a second with his seven-speed Kodamatic shutter. He thinks of early forenoon and late afternoon subjects when an *f. 6.3* lens is so valuable. He thinks how nice it would be to have every negative sharp and crisp—the Kodak Anastigmat kind.

Kodak Range Finder, rising and falling front, worm focusing screw, flush focusing scale that doesn't have to be read from directly above—these refinements appeal to the customer who is interested in getting good pictures.

Among your regular visitors are some who will buy the 2C *Special*, when you call their attention to it, show off its elegance and tell about its capabilities.

Get them thinking about this camera. Perhaps they won't buy at the first suggestion but they'll come back for another look, sooner or later to decide in your favor.



*Keep a Kodak story
of the children*

Autographic Kodaks, \$6.50 up

Canadian Kodak Co., Limited, Toronto

In May Issues

of MacLean's, (4th cover, colors), Western Home Monthly, (4th cover, colors), Canadian Home Journal, Everywoman's World, Saturday Night and La Canadienne.



Even a Pair Beats One

Why not ask "two prints of each?" when a customer brings in some films for finishing? It seems almost traditional for the salesman to say "one print?" as he fills out the ticket but it's just as easy to suggest two.

Most people need a second picture sooner or later and they'll often

order it at the start if you mention it before they have decided on one only. Then you'll be sure of the business and you'll save printing costs by making a pair at one handling.

Suggest two, and see what happens. Chances are that the customer will agree.

Each Suggests Several

The psychologists have some theory about related ideas grouping themselves in the subconscious mind and all bobbing to the surface of consciousness together when one of them is called for.

When a customer says Velox, the whole group of printing accessories springs into your head, and it is already in the customer's. So there

is a good chance for you to ask if he has the necessary chemicals and trays, a graduate, a thermometer and the right sort of printing frame. He'll need something.

The same is true throughout the line—accessories and supplies fall into logical, easily remembered groups which should be sold as groups whenever possible.

For Soft Focus Close-ups



Kodak Diffusion Portrait Attachment is something new. The effect it gives to close-up pictures is new, too, in amateur photography. This simple accessory both *changes* the focus,

enabling the camera to work at short range, and *softens* the focus, giving a unique style to the print.

While the diffusion attachment is the same in appearance as the regular portrait attachment, a considerable difference is seen by looking through them. It is this difference that produces the soft, mellow quality in pictures made with the new device.

Focus is accurate, but softened, so that the result is a clear, distinct photograph with a warmth about it that adds much to its attractiveness.

Soft focus pictures are a comparatively recent departure, even among professional workers. An accessory that brings diffused, close-up photography within reach of Kodak and Brownie users ought therefore enjoy a royal welcome.

The Kodak Diffusion Portrait Attachment is brought to the amateur's attention in photographic journals, including *Kodakery*. Its numerical designations correspond to those of regular portrait attachments, sky filters and color filters. The prices are \$1.25 and \$1.50—see March *Trade Circular* for the complete list.



Twelve New Tubes in a New Carton

The use of Kodak Photo Paste is not limited to mounting prints—it is suitable for all-around household, office and library purposes. To help you sell it to this wider market we are putting it up in an attractive display container to set on your counter.

Each display box contains one dozen 2-ounce 15c. tubes. Each tube is filled with a specially prepared paste that will not discolor white paper. The tubes are hermetically sealed. This means that no air can possibly reach the contents until the tube has been opened with the blade of a pocket knife or some similar sharp instrument. The perfect condition of the adhesive for a very considerable length of time is thus assured.

Kodak Photo Paste is a perfect adhesive, sold in a convenient, at-



tractive tube. A box, displayed on your counter, and another on the Stationery counter will soon empty themselves.

“If It Isn’t—”

Although repetition makes a phrase hang in the memory or glide smoothly off the tongue, familiarity may discount its literal meaning.

“If it isn’t an Eastman, it isn’t a Kodak” is more than a slogan. It is a rigid statement of fact with definite legal significance.

Everyone who handles Eastman products should know what’s what in this connection and correct erroneous impressions wherever they are found.

“Kodak” should always begin with a capital letter since it is a registered and common law trade-mark.

“Kodak” can be legally applied only to photographic goods so named by us and must not be used in reference to other articles. For example, “Kodak Vanity Case” would be an illegal use of our trade-mark.

To say “Eastman Kodaks” is also wrong because it infers that somewhere in this wide, wide world there are Kodaks not Eastman made, which is not true. The word “Eastman” is of advertising importance, to be sure, and you can use it properly in this way: Kodaks and Eastman supplies.

Remember that if it isn’t an Eastman it *isn’t* a Kodak.



A recipe for a safe but interesting holiday celebration.

In Holiday Attire

The 24th of May holiday brings you an opportunity for a timely display that is too good to miss. Here is one that's easy to install and which, in your window, will command the attention of all who pass that way.

The patriotic nature of the occasion furnishes the basis for the color scheme. Panels of red, white and blue paper form the background. To the youthful mind this holiday is synonymous with fire works. Hence the two giant fire crackers, made of corrugated board wrapped with red paper. The fuses are only pieces of rope.

Film cartoons mounted on empty spools typify small cannons. The Kodaks and the Sign "A Safe 24th—Load with Film and Shoot with a Kodak" suggests the Kodak as one thing that may be loaded and shot with safety and which will add to the joy of the occasion.

It makes a striking window. No one can pass that color combination without looking. It's a sure eye catcher—all day long. Try it in your window. Perhaps it will persuade many people that your Kodak counter is the place to spend their holiday money wisely.



This display will boost finishing business and increase interest in picture making.

A Finishing Window

The heaviest picture-taking months will soon be here. Even now is not a bit too soon to advertise your Finishing Department and get a good share of this business coming your way.

The Album window, pictured above, will prove what your Finishing Department can do. If you show a fresh assortment of prints each day during the life of the display and let a sign say "A new page of pictures tomorrow," you can stop the same people more than once.

The Album leaves are dark grey cardboard, big enough to hold two or three 8 x 10 enlargements and several contact prints. The card says: "Your Kodak and our Finishing Department are a combination for results. Bring in your films."

Grey crepe paper makes a soft, attractive background for this window. Dark velvet covers the floor.

Such a display not only promotes finishing trade but also spreads enthusiasm for taking pictures. Its influence will be felt on every shelf and in every showcase of your Photographic Department.

Make Our Ads Work for You



All out-doors invites your KODAK

Photograph Kodak Company
in our films

Canadian Kodak Co., Limited, Toronto

In Rotogravure, May 12

THE advertisement shown above will appear as a full page in the Rotogravure Sections of four large Canadian Weeklies published in Toronto, Montreal and Halifax.

Big and interesting, this ad will stick in the public mind for a few days. And during that time you can carry folks forward from interest to action.

The way to do it is to run the news-paper electro in which the same picture appears and to have an appropriate display in your window.



*All out-doors
invites your KODAK*

—and here you'll find Kodaks, Kodak Film and Eastman Supplier—the complete line, always in stock.

We're your dealer

Richard Roe & Company
1270 Trippel Avenue

For Your Newspaper

2 columns wide, 7 inches

high—

Complete electro, No. 44A

Illustration only, No. 134A

1 column wide—

Illustration only, No. 134B



For Your Window, May 14-20

THIS display appeals not only to fishermen but to everybody who likes pictures—and everybody does!

You will receive an advance rotogravure proof for the centrepiece. The background is apple green and the floor is covered with Spanish moss, like the bank of a stream. Rod, reel and net and enlargements of fishing pictures carry out the spirit of the advertisement.

Price tags on the Kodaks displayed should show a considerable range so that folks will assume that your stock is complete.

“Catch story-telling pictures with a Kodak on Kodak Film,” says the bottom sign.



W. D. White & Co., make effective use of an enlargement.

In Other Stores

When a pleasant young man asked him to order a hundred dollar 3A *Special* and paid a \$10 deposit, Frank Christopher, dealer at Washington Court House, Ohio, enjoyed one thrill. A week later the promising customer called for his purchase and seemed mightily pleased as he adjusted the case over his shoulder and slipped the *Special* into place. Then he supplied thrill number two by pulling an automatic pistol, covering the store staff and making his getaway.

The culprit was arrested several weeks later and has now begun a life sentence after confessing that he had robbed several stores and shot a policeman, for whose murder an innocent man had already served five months' imprisonment.

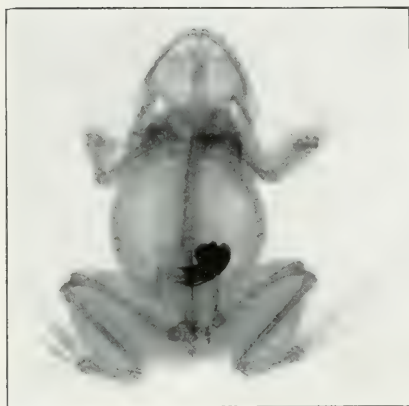
The following from an out-of-town Kodaker brought a ray of sunshine into the routine of a busy day at a dealer's store in a thriving Northern Ontario town:—

"Please send me these pictures three of each kind of good quality of sunshine pictures and send me the price of them developed and printed and finished."

Years of experience in handling the business of many enthusiastic photographers, who follow the trail of the north woods as a vocation, supplied the key that made known this customer's wants. Glossy Velox ferrotyped prints were what he tried to describe. Truly these are "Sunshine" pictures.



In the Field of Medicine



An X-ray Picture of a Frog.

Ask ninety-nine people what the Kodak Company makes and they'll say "Kodaks, of course"—the amateur's favorite camera is first in the popular mind. But ask the hundredth fellow, the doctor, and likely as not he'll answer "Dupli-Tized Film." Because of this company's activities in the field of x-ray photography, the name Eastman is almost as well known in the medical world as it is among camerists.

X-rays and ordinary light differ in penetrating power. For example, black paper, which keeps out sunlight, doesn't discourage the x-ray. It is their penetrating power which makes x-rays valuable in medicine but it also offers obstacles to photography. Emulsions that absorb ordinary light strongly, scarcely stop the x-ray at all. From the very start x-ray photography called for new emulsions.

These special emulsions were worked out at the Kodak Park plant of the Eastman Kodak Company. At the same time an x-ray depart-

ment was created within the Kodak Laboratory to conduct definite experiments on the use of x-ray materials. With the aid of information placed at their disposal by the laboratory, the emulsion makers were soon able to improve their product and by 1916 the Seed X-ray Plate was standard throughout the medical profession of Canada and the States. Yet that was but a single step along the road that has been covered thus far.

During war time the army medical services of all countries were interested in the use of x-rays in casualty cases. They demanded a small, portable, low-powered generating unit to carry into the advance area. But not until the Kodak Company succeeded in producing a super-sensitive x-ray film was this type of unit practicable. The introduction of this film was a tremendous achievement. Its super-sensitive emulsion is coated on both sides, cutting down the exposure and increasing density and also permitting the use of two intensifying screens.

While this film was first produced for the Army, its use so furthered x-ray technique that it was quickly adopted in all practice. To-day Dupli-Tized Film has almost entirely superseded x-ray plates.

The Kodak Company's conquest in the medical field was not achieved by magic, of course, but rather by many years of investigation. A Medical Division was organized, within the Sales Department, to keep in contact with the photographic needs of hospitals, physicians, surgeons and dentists. This division now has representatives in the field



demonstrating the findings of the Kodak Park X-ray Laboratory. In addition to experimental work this laboratory is active in practice, under direction of the company's medical staff. For example, a "chest survey" was made of 2000 employees who elected to take a free medical examination last year.

Contrary to general opinion, bone fracture cases comprise but a small part of x-ray work as practised today. X-ray photography is now considered indispensable in hospital diagnosis, for examination of lungs, the gastro-intestinal tract, kidneys—the entire field of clinical investigation.

In addition to evolving Dupl-Tized Film the company has worked out special apparatus to simplify x-ray practice, including an ex-

posure scale, intensifying screens, developing tanks, etc.

The scope of the Medical Division has recently been extended to other phases of clinical photography, not concerning x-rays. A special camera for medical use has already been announced. And in addition there are many other applications of photography in medicine, such as photomicrography, electro-cardiography (photographic registration of heart beats) and clinical motion pictures. The Division is constantly collecting experimental data in these fields and the findings are now available to the medical profession.

The fact that its commercial activity in this branch of photography has contributed to medical advancement and to the promotion of good health is a source of considerable satisfaction to the company.



The Dependable film in the Yellow Box

KODAK FILM

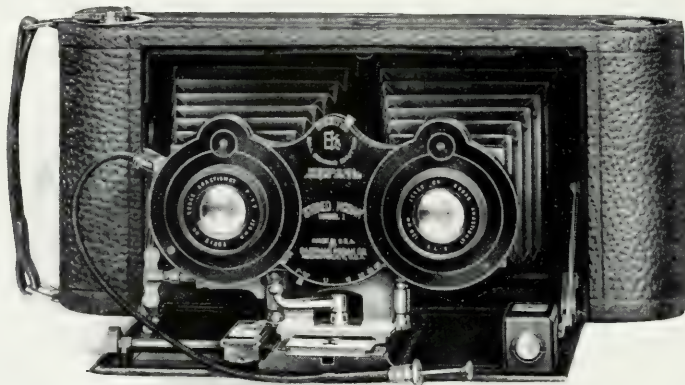
Uniform—so pictures taken under like conditions will be the same.

Wide Latitude—so proper exposure will be easy to get.

Dependable—so you can rely on it for results.

RICHARD ROE & COMPANY
1201 Tripod Avenue

This envelope stuffer, imprinted with your name and address, supplied on request.



With Kodak Ease

On the marble-topped, black walnut table that used to stand in Grandmother's "Best Room," there was once a basket of Stereo pictures and a Stereoscope, and alongside that a cluster of wax flowers under a glass bell.

And how realistic those pictures were! As viewed through the twin glasses, they had not merely width and height—but depth as well. All

Europe and Niagara Falls were in that basket.

How many of your customers know that *they* can make the same sort of pictures of the very things that *they* are interested in, and make them with Kodak ease—with a Stereo Kodak?

Don't you think that the old interest in Stereo pictures could be revived in your community with profit for your store?

May Kodakery

In his most recent contribution to Kodakery, Mr. Howard Taylor Middleton, who writes in such an interesting way of his experiences in the photography of wild life, pays a visit to the haunts of the Grebe. "An Adventure with a Feathered Submarine" is the title of his article which leads off in the May Kodakery.

There are instructive articles on Vignetting Enlargements, Enlarging from Part of a Negative, How to Handle Bromide Paper, Separate Fixing Baths for Negatives and Prints, How to Make Film Lie Flat, and a discussion of Stop Values.

A review of "Fundamentals of Photography," a "Joe and Jerry" story, in which these youthful Kodakers make some successful interior pictures, and a short article that will save many an under-exposed negative from an untimely end in the waste basket, entitled "Pleasing Prints from Under-exposed Negatives," are also to be found in this issue.

The examples of Kodak photography reproduced are as numerous as usual and quite as interesting.

Altogether you will find it a pleasing and instructive number. Be sure that it is read from cover to cover.



They All Take Kodaks With Them.

Necessary as a Cheque Book

Have you noticed that almost every illustrated travel ad shows a camera somewhere in the picture?

From the very beginning of amateur photography the camera has been recognized as essential equipment for the tourist. It provides the modern method of keeping the log of one's travels—a function which the Kodak autographic feature has amplified.

Many steamers show darkrooms

on their cabin plans. On other passenger vessels there is always somebody—usually the barber, storekeeper or nurse—who develops films and makes prints.

The illustration above is reproduced from a baggage label supplied in advance to people who have booked passage by one of the principal steamer lines plying to Bermuda, famous for winter sunshine, onions and Easter lilies.

Give Them Time to Decide

A lady customer asked the saleswoman at the Kodak counter to show her some albums.

"Here's one for two dollars—this is two fifty—a dollar ten—two dollars—three."

Five albums were introduced at intervals of about ten seconds, as fast as the boxes could be opened. Yet the saleswoman seemed annoyed when the customer said that

she couldn't decide just then but would return later.

There is such a thing as putting a customer through his paces at too rapid a gait. People wish to see a complete assortment before making selections, of course, but they must be given time to examine number one before number two is sprung on them. Ride them too hard and they naturally balk.



Ten Minutes with the Boss

Sam and Mr. Clark were seated by the latter's desk, and either the influence of the gathering dusk or the soothing qualities of a good cigar had made the boss reminiscent.

"Years ago," he began, "there was a paper published in my town that had for its city editor a mighty good newspaper man with one failing—practical jokes. One day—toward the end of March—he contracted a brilliant thought. Just about to be flipped over on the calendar pad was, in the editor's opinion, the very best day of the year—April Fool's day, which for years had been absolutely neglected as far as newspaper mention was concerned. It wouldn't happen again—not if the city editor could help it.

"And he could.

"The *Advertiser* was an evening paper and I can see my father now as he opened up the April first issue after having slipped into house slippers and an easy chair. With one look at the head lines, he jumped to his feet, grabbed his hat and disappeared into the street—slippers and all.

"I glanced at the paper. 'River-view Consolidated Cloth Co. Blown to Atoms. Terrific Explosion Rocks Temmer Building on Hapworth

Street and Annihilates Industry. Heavy Loss of Life Feared.'

"The whole town was running in circles by this time trying to locate the Riverview Consolidated Cloth Co. Where was the Temmer Building? Where for that matter was Hapworth Street?

"Only the city editor knew.

"Next day's paper explained that it was only a joke, but somehow people didn't seem to think it was very funny. And the *Advertiser*, which had established a reputation for truth and veracity, lost it to a considerable degree over night.

"That's a pretty long story, Sammy, but it's true and it's got a point. There's no counter in any store that should be more careful of the information it imparts than the camera section. Camerists want to know—and are entitled to know—how they can better their work, and guesswork won't answer. There's a practical fund of information in such books as 'How to Make Good Pictures' and back of it all is the Service Department at Toronto. Any Kodak salesman can establish for himself a reputation for intelligent helpfulness that will bring returns to his counter in dollars and cents.

"But like the *Advertiser*, he can do a lot to damage it with haphazard guesswork when the situation gets beyond him.

"If you don't know say so—and find out."

If you come across a stumbling block, make it a stepping stone.

—Hello

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

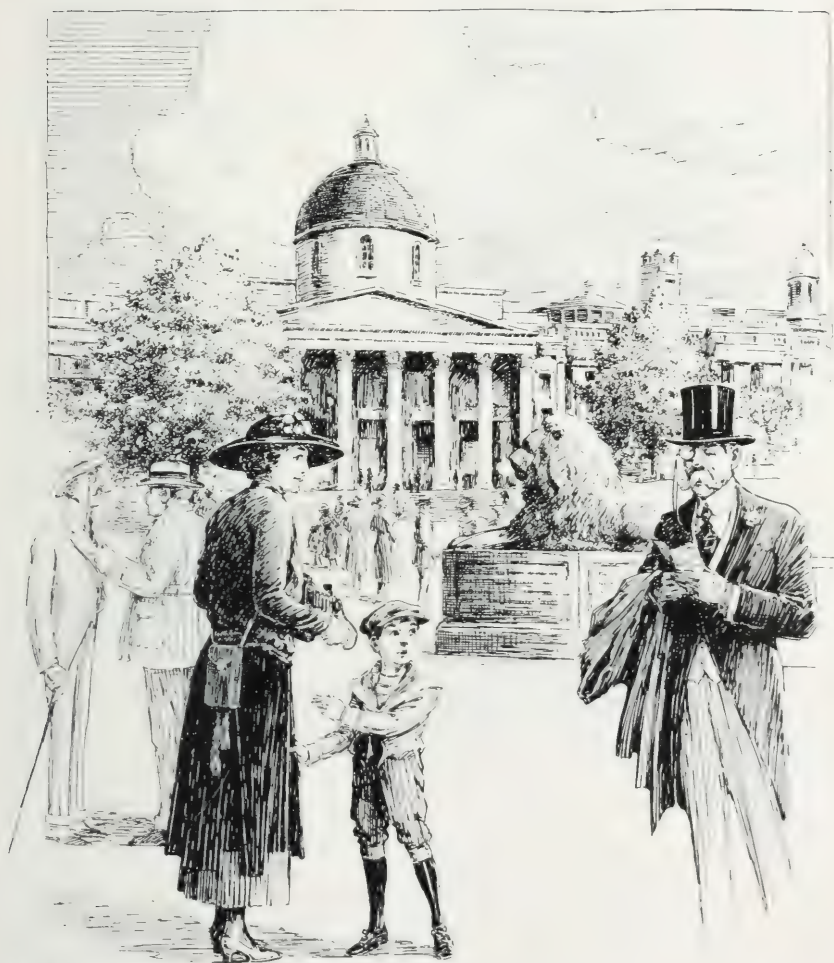
June

1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA

*June has the longest days
of the year—now we'll see
who the wide awake salesmen
are.*



“Oh, mother! He wears a Portrait Attachment on his eye.”

Ready June 15 — A New Kodak



No. 1 Pocket Kodak
Series II

Price \$13.50

Read announcement on opposite page

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

June, 1923

No. 5

A New Kodak

Here is a Kodak that brings to amateur photography a new convenience in picture making.

In using most folding cameras it is necessary to pull down the bed, then draw out the lens front to the proper distance.

But with the No. 1 Pocket Kodak, Series II, one motion opens the bed and snaps the lens forward into position.

It is a sharpshooter's camera. The self erecting feature, in the language of the Kodak Catalogue, "Saves seconds that would otherwise be lost."

The No. 1 Pocket Kodak, Series II, is destined to carve a niche for itself in the hall of fame. Its unique, quick action features, its compact design—the outside dimensions of this new Kodak are less three ways than those of any other Folding Kodak or Brownie for $2\frac{1}{4} \times 3\frac{3}{4}$ pictures—and the moderate price at which it is offered will make it a great favorite at any Kodak counter where displayed and demonstrated.

Both a fixed and an adjustable focus model are offered. The former, with Kodak Ball Bearing Shutter and tested Meniscus Achromatic Lens, is priced at \$13.50.

The focusing model, at \$20.00, is

fitted with Kodak Anastigmat Lens *f*.7.7, the lens that is famous for sharp, crisp negatives and correspondingly clean-cut prints, whether contact or projection. On this camera the focus is changed by a fingertip adjustment of the lens mount.

The negative size is $2\frac{1}{4} \times 3\frac{1}{4}$, not large, but satisfying and economical. The autographic slot is countersunk so that the hand rests comfortably while writing the date and title on the film. Although not supplied with a cable release, a No. 13 release may be attached to provide for the use of a Kodak Self Timer.

No. 1 Pocket Kodak, Series II, both fixed focus and focusing models, will be ready for shipment June 15th.

Make your plans now to pass on the good word of this new model to your local public. Advertise the No. 1 Pocket Kodak, Series II, in your local paper. For copy suggestion see booklet of Summer Advertisements for the Kodak Dealer. And let everyone in your community see it in your store window and at your Kodak counter.

An attractive card to accompany the Kodak on display may be had on request from the Advertising Department.



For You To Mail

The Kodak Summer Booklet, a small catalogue describing and pricing Kodaks and Brownies, will be off the press this month. Your order will be accepted at any time.

This booklet is intended for distribution by mail to selected lists of camera prospects. It fits a regular business envelope and can be sent by first class mail with letter enclosed for three cents.

It is desirable to get one list of prospects who live in town and

another list of those who live in the country. We'll supply copy for two salesletters—your own stenographer or a local letter shop can do the work.

Without a letter this little catalogue cannot be fully effective. The booklet itself must be general enough to appeal to all classes but the sales letter can aim directly at the group of prospects addressed.

How many booklets, imprinted with your firm name and address, do you require?

A Softer Velox

Amateurs and finishers alike find that Velox paper produces the best possible prints, even from imperfect negatives.

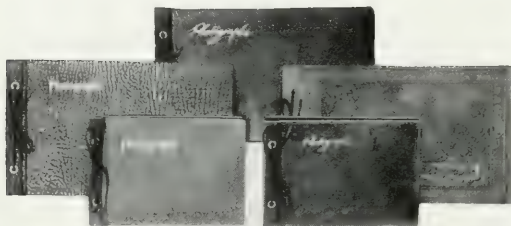
This ability to improve on the negative has recently been increased by the introduction of a new emulsion, softer than "Special," for hard negatives, of extreme contrast.

Under-exposure is the amateur's favorite fault; under-exposed, over-developed negatives produce heavy shadows and bright highlights. The new degree of Velox reduces this contrast and yields prints in which shadow tones and highlight tones are in better balance.

Velox has been supplied in three degrees of contrast: Special, Regular

and Contrast. Now there are four, and they bear numbers instead of names. Velox No. 1, the new degree, is for extremely contrasty negatives; Velox No. 2, formerly Special, is for average and contrasty negatives; Velox No. 3, formerly Regular, is for flat negatives; Velox No. 4, formerly Contrast, is for thin, weak and extremely flat negatives, which lack contrast.

The amateur who classifies his negatives as to density and contrast and then chooses the degree of Velox that each group requires is sure to get the best from every exposure. And the finisher who follows the same practice is certain to satisfy his customers.



*New members
of the Kodak
Album family*



A dealer ad built
around this picture
is offered in the
Trade Circular.
Order by number.

Complete Electro—
2 columns by 7 in., No. 48A
1 column by 5 in., No. 48B

Cut of illustration only—
2 columns wide, No. 231A
1 column wide, No. 231B



Kodak Keeps the Story

What a chance for a picture—and how easy
it all is the Kodak way. “Click” the shutter
goes and the story stays—for all time.

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto

This Advertisement is in June Magazines

MacLean's, June 1st, (Cover)

Canadian Home Journal (Cover)

Western Home Monthly (Cover)

Le Samedi (Cover)

Saturday Night

Saturday Evening Post, June 16th
(Cover)

Ladies' Home Journal (Cover)

Good Housekeeping (Cover)

Cosmopolitan

Life

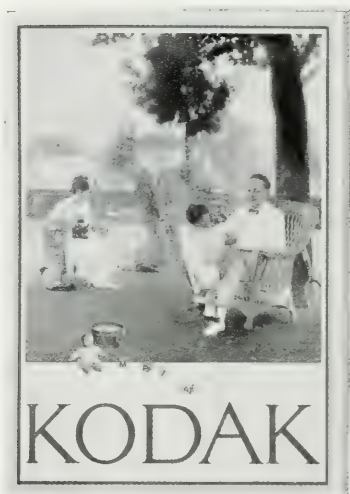
Family Herald and Weekly Star

Farmer's Weekly La Presse

and others



What Do You Think of It?



You've surely looked through the 1923 Kodak Catalogue. A cover to cover reading will be a good review of the selling points of each camera and accessory—a worthwhile half hour's occupation for any salesman.

Chief among the new goods appearing in catalogue print for the first time this year are the 2C Special and the Pocket Kodaks Series II. Read about them in the catalogue.

And be sure that copies of the catalogue get into the hands of those of your customers who would likely be interested in the new goods. Use the catalogues for distribution at the counter. The Summer Booklet for direct mailing will be ready soon.

Put Prices in the Window

In an article entitled "Make the Window Shopper Your Regular Customer," N. Mitchell says in *The Progressive Grocer*:

"There are many high class stores that sell good merchandise at very reasonable prices, but the majority of people are not aware of the fact because there are no price tickets on any of the goods shown in the windows.

"Many thousands of prospective customers stop and admire the goods in the windows and then pass on without purchasing when price tickets on the merchandise would cause many more to stop and admire. And a very large number would also buy.

"As already stated, 90 per cent of a store's customers know exactly what they want when they come up to the counter, and a very large portion of the 90 per cent are able to ask for exactly what they want because they have seen the goods

displayed in the window with a sign that gave them some information about the goods and told them the name of the article in question. Here is an instance:

"A few weeks ago a store was putting in a camera window. There were several signs on which the different sizes were mounted, together with sample photographs that each camera would make. Each card gave full information regarding the lens, and the size of the picture that could be taken and the price.

"When the window was about half completed a lady came up to the camera counter and asked for a Kodak of a certain size and price. The salesman started to show it to the customer, when the customer said, 'Just wrap it up please, and take your money. I know all about it from the display in your window.' Now this is no fairy story, it really did happen just as I told it."



To Help Get Catalogues to the Right People.

Make the Appeal Direct

The purpose of a window trim is to make people want the goods it advertises. Its effectiveness therefore depends on the directness of its appeal. Interest beats ornament—a pleasing picture can sell, but a fancy festoon can't.

Illustrated above is a window built around the 1923 Kodak catalogue. Its purpose is to get people to ask for a copy at your counter so that you can talk Kodak to them. The display reproduces the cover picture, which aims not only at the public's interest in photography but at every individual's interest in children, sports and home. It suggests the possibilities for pleas-

ing pictures right in one's own dooryard.

The background of this window is Nile green. The upper foliage is cut from leaf green paper and the tree trunk is brown crepe. Moss covers the floor. The position of chair, toys and tennis racket should correspond to those on the catalogue cover as closely as possible. A few cameras, tagged, show what's for sale and at how much.

In the chair is a magazine open at the Kodak ad in which the same illustration appears. See list on page 5.

This display will help sow your catalogue seed on fertile soil.



He's More Than

and More



WHENEVER the inventor of a mediaeval tale wished to introduce mysticism or magic he dragged an apothecary into the plot. Learned in arts of which other people were ignorant, all apothecaries were picturesque figures. But right there, similarity among them ceased.

Vastly different were their respective services, methods and ethics. Unrestricted as they were, each had individuality and celebrity of his own, founded usually on some professional achievement that not all his fellows could boast of. What ever it was, a miraculous fever remedy or a preparation for removing rust from armor, his fame for that particular compound brought him other patronage as well. Among his own patrons he was more than *an* apothecary—he was *the* apothecary.

Individuality Lost

But times have changed. Pharmacopœia and dispensatory, regulation and rule, have so standardized practice that in the public's mind one pharmacist is little different from another. And a metamorphosis still more vital has occurred—a variety of sundry mer-

chandise has made the modern druggist more than a pharmacist just as he “is more than a merchant.” The result is that the drugstore has given up the heritage of individuality bequeathed it by the old apothecary shop.

The public is tempted nowadays to consider a drugstore a drugstore, and to let it go at that, because each seems to handle the same sundry lines as the rest. One can buy his favorite shaving soap, tooth paste, safety razor or nail file at any of them. None is especially known for its insect powder, hair tonic, whisk brooms or corn plasters.

A Mark of Distinction

Therefore, a well known, respected product that is found only in certain selected stores distinguishes each of those few and recommends it to the community. The store that persistently advertises and displays such a brand soon attains individuality in the eyes of the public.

Another reason why people seldom tie up to any one drugstore is that few drug lines offer a salesman an opportunity for special service to the consumer. Of course he can practise service in its basic forms, such as courtesy and pleas-



a Pharmacist

Merchant

antness—the kind every customer expects. But he has few chances to build permanent commercial friendships by helping people get good results from the merchandise he sells. Thus, nobody forms the habit of going to one drugstore for such reasons as: “I always buy my razor blades there.”

Which suggests this point: the Kodak department, properly supported by advertising and in charge of a competent salesman, is an excellent trade getter. First of all, the Kodak line distinguishes the few stores that handle it; secondly, it allows a salesman a chance to give special service to customers and to train them to patronize a single drugstore instead of several. When people get attached to one counter they're really attached to the store.

Mrs. Brown, for Example

Here's how it works out: You sell a camera to Mrs. Brown and explain that you wish to help her get good pictures. Week after week she listens to your comments on her negatives and soon learns to depend on you for photographic advice. She forms the habit of coming to your store. No longer does she drift from place to place. She has found her “drugstore home.” The result

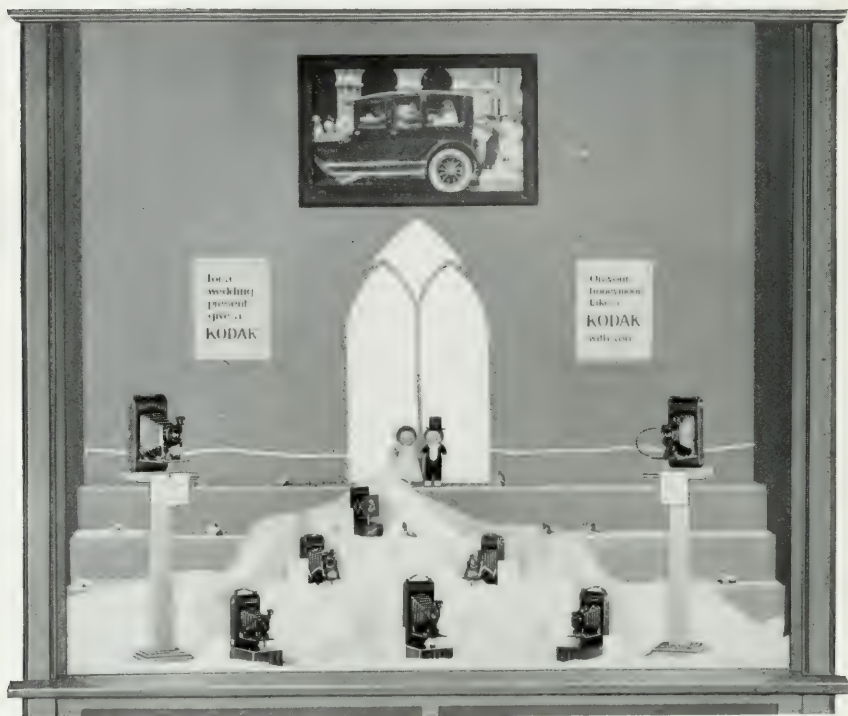
is that whenever she needs one of the hundreds of sundries that she could buy in any drugstore, she comes to your establishment.

A Trade Attractor

There aren't many departments in which a drugstore can establish its individuality or furnish special, personalized service to its patrons. Your Kodak stock offers a big field. Once you get a customer coming to your Kodak counter you have a chance to make him a permanent trader among other departments also.

Another feature especially important to the druggist dealer, is that the Kodak line offers daily opportunities to make big sales—fifteen or twenty dollars and more. These sums are far larger than the unit prices of almost any goods regularly carried in drug stores. The profit is proportionately greater, so that the gain from a single camera is equivalent to that which results from the sale of several units at other counters.

And a further advantage of actively merchandising the Kodak line is the consequent follow-up business in films and finishing from each camera purchaser who has received satisfactory service.



June's the Time for this Display.

A Window Worth Looking At

Naturally enough most people look longest at a display that is striking. An orderly arrangement of merchandise may interest them during the period of frenzied shopping preceding Christmas, but at other seasons it's the timely interesting display that gets the most attention.

June brings an opportunity for a timely display that is altogether too good to miss. Don't allow a June bride to leave your locality on her honeymoon without having seen in your store window the display pictured above. The Kodak is a welcome third party on the honeymoon. The display is designed to sell this idea.

And it has this advantage—that

it's easy to install. Background and steps are covered with French blue crepe. White cardboard is cut out to represent a church window, against which a wedding pair is posed. The bride's veil falling over the steps forms a splendid setting to show off the cameras.

A white ribbon or decorative cord across the background adds a dainty touch and a sprinkling of blossoms and confetti is sure to add interest.

The two hand lettered cards read: "For a wedding present give a Kodak" and "On your honeymoon, take a Kodak with you."

Remember that price cards are important in every window display. They tell a vital part of the story.



It Aims At the Amateur



Because the Graflex does so well when the task is hard, some folks don't realize that it is an eminently suitable camera for amateur use. The features that help the advanced worker, however, are even more helpful to the less experienced.

That's what the 1923 Graflex catalogue emphasizes. It tells how the Graflex makes sharp focus, proper exposure and good composition easier to attain.

You've received an advance copy and if your store stocks the Graflex you'll get an initial supply without ordering. If you don't stock the Graflex, however, tell us how many catalogues you'll use.

Kodak on the Farm

The dollars and cents value of a Kodak on the farm gets monthly attention in the leading Farm magazines.

Kodak advertisements in June magazines and Rotogravure supplements aim at the opportunities for story telling pictures in which farm life abounds. Our space in agricultural publications, however, is devoted to the business importance of the farmer's Kodak, as in the June Ad reproduced in miniature here.

Pictures help sell live stock, and pictorial records of crops, orchards, animals, etc., are of real worth for year to year comparison—the Auto-graphic record is of obvious value in this connection.

Identify your store with this large scale farm publicity by the occasional use of Farm Ads in your local paper. For suitable copy and cuts, write the Advertising Department.



Kodak on the Farm

For a full and complete description of the Kodak on the Farm, see the full size advertisement in the June issue of the leading Farm magazines. It tells how the Kodak on the Farm makes sharp focus, proper exposure and good composition easier to attain.

CANADIAN KODAK CO., Limited, Toronto



June Kodakery

Here's what's in the new Kodakery.

"Step-In' Pictures" by C. Hazen Trayvor, an article about pictures that bring back memories. "Jenny of Bungalow and Grass Teepee" is another bird story by Mr. Middleton. Joe and Jerry try their hand at photographing a moving object.

There are also suggestions regarding suitable backgrounds for small objects and the use of and instructions for picturing buildings which face north.

"The Malgrath Mystery" is the title of a background story that will cause a smile.

Sell Them Together

Like David and Jonathan, ham and eggs or Van and Schenk, the Self Timer and the Kodapod are habitual companions.

When a customer asks for a Self Timer, remind him that he'll need a Kodapod with which to fasten his

camera to a tree or a fence when he wishes to be in the picture himself. To attach the camera to a table, automobile fender, or any other finished surface the Optipod is recommended—it has a smooth clamp instead of a spring jaw.

His Wonderful Catch

A-settin' at Binn's grocery store, says solemn Uncle Ike:
"Down to the river, t'other day, I took a nine-foot pike—"
"Hol' on!" says Deacon Pennington, "consarn it, Ike," says he,
"Don't you set here and conjur' up setch yarns as them to me!"
"I took a nine-foot pike-pole up," says Ike, "an' with one pass,
"As true as I am tellin' you, I hooked a twelve-foot bass—"
"Ike Stratton!" hollered Deacon Pen, a-gettin' up to go,
"I won't set here and hear setch lies! How dast you tell 'em so?"
"I hooked a twelve-foot basswood log an' drug it to the shore,"
Says Uncle Ike, and Joe Binn says the deacon all but swore.

—*The Depositor*

People who jump at conclusions seldom land anywhere near the truth. It's well to remember that fact when writing advertisements. Long copy, that has to be read from start to finish to be understood, is likely to miss its mark because it tempts people to guess at everything except the first sentence.

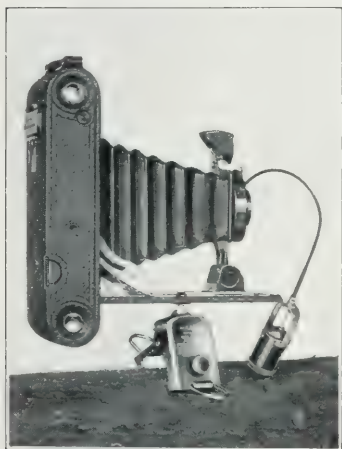
One way to make short copy complete is to let an illustration tell part of the story. A picture that shows a camera in use easily takes the place of a paragraph. Let a few lines of appropriate copy develop the idea further and that's all there is to it.

An illustration always attracts the reader's eye, adds interest to the advertisement and, when used as here suggested, it is a prologue for the copy that follows.

When you prefer not to use a complete electro such as those offered in *Spring and Summer Advertisements for Kodak Dealers* or in the *Trade Circular*, use an illustration anyway. It not only will assure attention for what you have to say but it will also permit you to use short, graphic copy, because the picture is itself part of the selling message.



This Envelope Stuffer, imprinted with
your firm name, supplied on request.



*For more fun
with your Kodak*

KODAPOD—Out of your pocket and in-
to position it does tripod duty. \$2.25

KODAK SELF TIMER—Attaches to any
cable release and takes the picture for
you. \$1.50

At Our Kodak Counter

RICHARD ROE & COMPANY

1201 Tripod Avenue

Some of Your Summer Ads

The ready-made ads offered in *Spring and Summer Advertisements for Kodak Dealers* fill a want and fit a purpose.

As you look through the proof book, which recently reached your store, note the approximate date on which each insertion will be appropriate for your community.

Every ad offered is directed at some appeal known to produce Kodak business and is laid out to invite the reader's attention. Seen above your firm name in your local paper they are sure to bring inquiries to your counter.

The sizes, smaller than in previous series, are single column by 5 inches, double column by 7 inches.

To supplement these advertisements you'll probably wish to write some copy yourself. Then you'll need illustrations. Choose them from *Free Cuts for Kodak Dealers*, which has probably reached you by now.

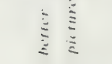
Order by number as many electrotyped ads from *Spring and Summer Advertisements for Kodak Dealers* and cuts of illustrations from *Free Cuts for Kodak Dealers* as your advertising plan calls for.



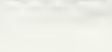


The KODAK SALESMAN


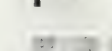

These, and two more, for your newspaper.

[illegible]



For better pictures

STANDARD KODAKS

Standard Kodak cameras are famous for their reliability and ease of use. They are the most popular cameras in the world, and for good reason. They are simple to use, and they take beautiful pictures. They are the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Keep your vacation Kodak

When you go on vacation, you want to make sure you have a camera that will take great pictures. The Kodak is the perfect choice for you. It is simple to use, and it takes beautiful pictures. It is the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Kodak

Kodak cameras are famous for their reliability and ease of use. They are the most popular cameras in the world, and for good reason. They are simple to use, and they take beautiful pictures. They are the perfect choice for anyone who wants to take great pictures without a lot of fuss.

For better pictures

For better pictures, you need a camera that will take great pictures. The Kodak is the perfect choice for you. It is simple to use, and it takes beautiful pictures. It is the perfect choice for anyone who wants to take great pictures without a lot of fuss.

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Kodak Anastigmat

The lens for better pictures. It gives you pictures that are sharp, clear, and free of distortion. It is the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Kodak Self Timer

Doesn't need a battery. It works by itself. It is the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Kodak

Kodak cameras are famous for their reliability and ease of use. They are the most popular cameras in the world, and for good reason. They are simple to use, and they take beautiful pictures. They are the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Take the picture home with your BROWNIE

Lighting. Accessories. Brownies. \$2.99. Brownies. Box. \$2.99. Brownies. Box. \$2.99.

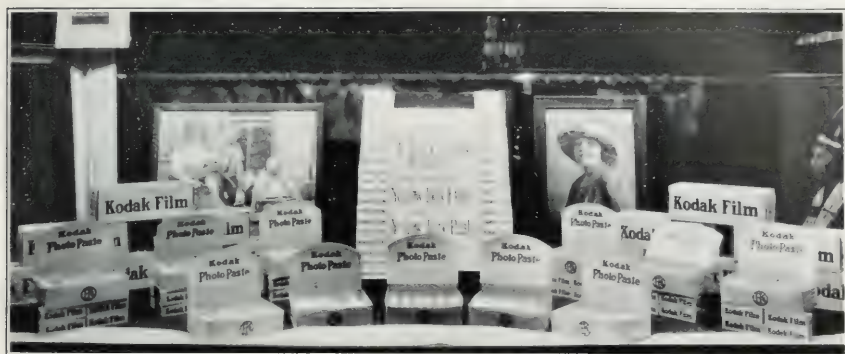
Eastman-Kodak

Eastman-Kodak cameras are famous for their reliability and ease of use. They are the most popular cameras in the world, and for good reason. They are simple to use, and they take beautiful pictures. They are the perfect choice for anyone who wants to take great pictures without a lot of fuss.

Eastman-Kodak

Eastman-Kodak cameras are famous for their reliability and ease of use. They are the most popular cameras in the world, and for good reason. They are simple to use, and they take beautiful pictures. They are the perfect choice for anyone who wants to take great pictures without a lot of fuss.

These, and four more, for your windows.



Maryland Photo Stock Co. built a display around the yellow box idea.

In Other Stores

John Anderson, Mankato, endeavors to get the name of every person who receives any Kodak booklet at his counter.

Last spring a customer of Harry C. Saylor, Kodak dealer in Reading, bought an Autographic Kodak just before going on a trip. Soon after his return he bought autographic backs for three old Kodaks, used by foremen employed by his engineering firm. Important construction jobs require daily photographs, and the autographic record makes them doubly valuable because the date is vital.

"Jinx Day" is a costume celebration staged by the high school students of Glendale, California, each spring. By displaying previous "jinx day" pictures for several weeks beforehand, Roberts and Echols, Kodak dealers, get such a big share of the film and finishing business that they believe "jinx day" and similar hilarious occasions must have been created expressly for stores that have Kodak departments.

A youngster was sent by his mother to the Farrel and Kredel drug store for some medicine. The boy returned without his purchase and explained that Farrel and Kredel must have sold out to a fellow named Kodaks because that name was on the window.

The Lewis H. Warner Company, got 200 new names for their mailing list from a guessing contest. A window display was made of fifteen enlarged pictures of famous buildings and monuments in different parts of the country. The contest was to name the structure and tell its location. While the results were satisfactory they would have been greater had contact prints, corresponding to the enlargements, been shown on a board inside the store. Then people could have filled in their answer blanks at the counter instead of in the street. Three cameras were given as prizes. An increase in finishing work is traced directly to this stunt and of course it created talk about the Warner Company's Kodak department.



Ten Minutes with the Boss

"You've heard the story of the plumber who presented a bill for twenty dollars and when asked to particularize said, 'Three dollars and twenty cents for the job—sixteen dollars and eighty cents for knowing how.' There's point to that, Sammy. The man behind the Kodak counter who has the 'know-how' of photography has something that people will go far to find—and will be loath to lose.

"I know a man—he doesn't live in this town—who got the reputation some years ago of having gone suddenly mad. The reason was that Edgers—that's almost his name, by the way—spent considerable time studying butterflies both from books and from nature. He got together a great butterfly collection and year by year added to it and learned from it while his neighbors tapped their foreheads significantly.

"Well, chasing butterflies doesn't seem a very practical pursuit, Sammy. And yet there came a time when Edgers became a recognized authority on the subject in which he had specialized so long. People who had a similar hobby came from considerable distances to talk with him. He wrote for magazines. He gave lectures. His college gave him an honorary degree and last year

his fellow townsmen gave him a big banquet. He had become the most famous man in the town. The Chamber of Commerce mentioned him in its 'You'll like it better here' campaign.

"Now you can't compare butterflies with photographs but it is true that picture-making offers just as big an opportunity for specialization. The man who makes pictures and studies up picture-making and learns from experience is going to find himself sooner or later a recognized authority. People aren't going to shower him with degrees and tender him banquets but they are going to seek his advice on photographic problems, they are going to ask him his opinion on photographic equipment, they are going to buy from him when they buy. He's become an expert, and authority, and his word is worth money—in his own cash register.

"Photography is an easy subject to know, Sammy, both from the wealth of material that any salesman has at his command and from the fun and pleasure that picture-making offers.

"What's an expert?" asked Sammy for no particular reason unless to prove he was awake.

"An expert," replied Mr. Clark after a moment's reflection "is a man who doesn't have to tell a funny story in order to get a hearing."

*Good salesmen, like good
cooks, create an appetite
when the buyer doesn't seem
hungry.*

—William Feather

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

JULY 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA

*It takes a certain amount
of push to accomplish any-
thing—even with a wheel-
barrow.*

—Selected

FOR opportunism in salesmanship the medal must go to a certain journeyman painter in an eastern city.

Ordinary jobs, offered by any master painter, consume most of his working year. But he takes a few days off before each patriotic holiday—not to paint the town red, but to paint its flagpoles white.

He's neither a steeplejack nor an acrobat. He dodges the risky tasks and sticks to the gentle, well-behaved, lawn variety of flagpole, found in front of school houses, club buildings, and similar places.

His salesmanship is simple, indeed. Prospects are easy to locate—there's one under every flagpole. He makes his proposal at times when flagpoles are soon to be used.

Forty dollars a day, ten days a year, are the profits of this fellow's opportunism. Garages, fences, houses, factories, feel his brush in the regular course of his work, but he gives them all up when a patriotic holiday approaches. Then he hunts for flagpoles, quickly shinning to the top, painting his way to the bottom again.



"I wish to buy an Autographic Kodak; little Herbert is just learning to write."

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

July, 1923

No. 6

Uniformity and Reliability

In selling any Kodak product, you have one argument that applies always—the goods are uniform and reliable.

These qualities are especially important in materials like film, paper and chemicals. The photographer runs into trouble when he gets hold of films that aren't equally sensitive, paper that varies in quality, or chemicals that behave differently.

Our ability to establish high standards and meet them is due in a large measure to our connection with the world's largest manufacturer of photographic goods—the Eastman Kodak Company. During a period of more than forty years, this organization has gained experience and assembled equipment and personnel with which it can maintain its leadership.

Important in this connection is the Kodak Research Laboratory, one of the foremost research organizations in industry. Not only is it concerned with experiment and invention. It works in constant touch with the manufacturing departments, watching the product and testing it in use. Every process, formula and material must satisfy the Laboratory staff before it can ever reach the public.

Thus, all Kodak products pass constant drastic tests for uniformity and reliability.

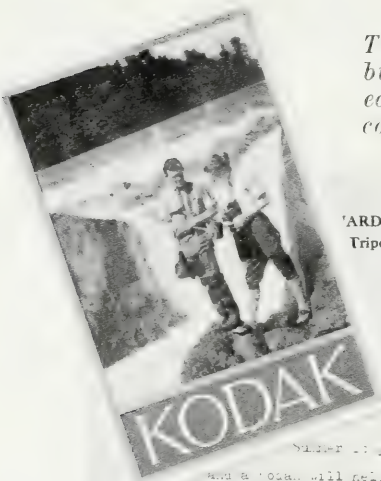
When you offer a customer Kodak Film or any other product which bears the Kodak name, you know that the goods you are selling measure up to the high standard of quality set by the Kodak organization. You know, too, that in performance the goods will at least equal and, as a general thing exceed, the always conservatively stated claims of the manufacturers.



The KODAK SALESMAN

For Direct Mail Use

The Kodak Summer Booklet fits a business envelope and should be mailed with a letter to prospects in your community.



HARD ROWE & COMPANY
Tripod Ave., Dayton.

June 19, 1923.

Summer is probably your favorite time of year and a Kodak will help you get the most out of it. For picture-taking is always fun, whatever the occasion happens to be.

That's one of the nice things about amateur photography -- you can enjoy it right at home, without changing clothes or joining a club or buying a license. It just fits in with the day's business, leaving new pleasures to over, other activity.

You'll be proud to own a Kodak, you'll enjoy using it. And you'll always prize the pictures that it makes so easily and so well.

Somewhere in the enclosed booklet (page 3), for example, you'll find the Kodak that exactly suits your needs. Then come in and get acquainted with the camera itself at our Kodak counter.

Cordially yours,

Richard Rowe

Kodaks and Eastman Supplies

THE Kodak Summer Booklet, ready now, is intended for distribution through the mail as well as at the counter. A quantity imprinted with your firm name and address will be sent on request.

To get full benefit of this little catalogue it should be mailed with a letter, which we'll gladly write for you. Perhaps the sample shown above will do. But if you wish to reach farmers, motorists or any one group, a special form is best.



For All Season

One showing won't wear out the selling strength of the ten display cards which you recently received. On the walls and in the window they'll continue to call attention to the products they feature.

Use them intermittently, keeping those that are off duty in the fibre case in which they arrived. There's one occasion for showing several of them, however. That's when you

install the bill board window suggested on page 6.

There's a new enlargement, too. This picture will work well with almost any display idea that aims at outdoor folks.

For additional window material you are now receiving advance proofs of the rotogravure ads to facilitate effective tie-up between your store and the Kodak roto page.

What's Wrong with This Picture?

Whenever a customer at your counter finds an unsatisfactory picture in his envelope it's up to you to tell him what is wrong. The advice you offer then can correct faults that otherwise might dull his enthusiasm or discourage him entirely.

For example, certain amateurs habitually get under-exposed negatives, yet never know that they are using too fast a shutter speed or too small a stop until some salesman puts them wise.

To determine what's wrong with a print, take a look at the negative. If it was properly exposed the high-lights and shadows have the same relative contrast as in the original subject. Of course the high-lights are dark and the shadows are light in the negative, but that's all you need remember when studying it.

An under-exposed negative is one that, because of too short an exposure or too small a stop, failed to receive enough light to bring out proper detail in the shadows. A considerable part of the negative is therefore almost transparent. Figures show but faintly; faces are hard to recognize; foliage is silhou-

etted. Detail is missing throughout the portions that represent dark parts of the subject.

In an over-exposed negative, high-lights and shadows lack contrast. Both appear to have almost equal density. The whole negative is dark, flat, uninteresting. In order to penetrate the extra density, more time is required in printing, and a paper that restores contrast should be used.

After you know what is in a negative you can tell how good a print it ought to make. The right grade of Velox, however, often produces a better print than the negative seems to promise, because the former partially corrects the latter's deficiency.

For normal exposures, Velox No. 2 is best. For under-exposed and over-exposed negatives, properly developed, use Velox No. 3 or No. 4 which brings out intermediate shadows that do not appear to exist in the negative. Velox No. 1 is for the kind of negative that is produced by under-exposure followed by over-development.

The degree of Velox that suits the negative will make a print that suits the customer.



Good this Month, while Motoring is Popular.

July Windows

Five of your new display cards, framed to represent billboards along the boulevard, are featured in the above window.

The roadway is a twelve-inch shelf, faced with white cardboard, in which archways are cut. The foreground is a mossy park, marked by sanded paths.

Toy automobiles, busses and electroliers make the boulevard look real. Above the billboards is a background of French blue crepe paper against which appears a motoring enlargement and a sign saying "All roads lead to Kodak pictures."

Save the display cards—they'll prove useful later.

The swimming hole window shown opposite talks Brownie to the boys and it talks picture-making to the whole crowd. For any display reaches a much bigger public than just the folks whose particular interest inspired the idea.

Nile green crepe forms the background. Boy's clothing is tossed carelessly over fence rails. A couple of empty film boxes suggest that picture-making, as well as swimming, is on the day's docket.

Moss, sod or grass matting forms the river bank. The sign reads: "The swimmin' hole and other fun places have many pictures for you to make with a Brownie."



For Any Week in Midsummer.

Demonstration Does It

An eminently successful hardware dealer in a middle western town tells how he founded his business on an old friend's advice to *demonstrate the goods*.

"Demonstrate, my boy, demonstrate. You do the demonstrating and let the other fellow do the talking."

"If a man wants a hammer let him feel the heft of it, let him drive a nail with it. If a farmer wants an axe, let him try it out on your woodpile in the yard yonder."

It may seem a far cry from a hatchet or axe to a camera—the No. 2C Autographic Kodak *Special* perhaps—but the value of demon-

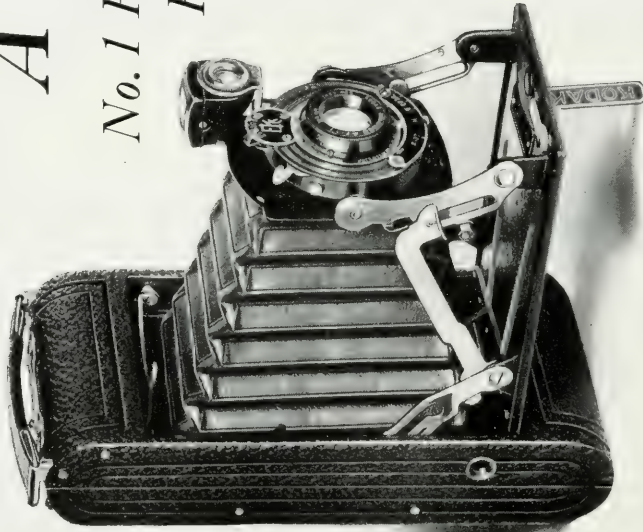
stration applies nevertheless. This doesn't mean that the customer should be invited to carry the camera home and try it. It does mean, however, that he should take the camera in his hands, look through the finder, try the shutter, raise and lower the front, learn how the range finder works.

He'll want to see a sample print, showing the size of picture made by this camera, and he'll have questions to ask, of course. But get the camera into the prospect's hands and he'll probably be tempted to carry it away with him. For one of the best ways to sell a prospect is to make him sell himself.



A New Kodak

*No. 1 Pocket Kodak Series II with
Kodak Anastigmat Lens f.7.7*



Pictures $2\frac{1}{4} \times 3\frac{1}{4}$

Price \$20.00

The operation of this camera
is strikingly different

TO bring this Kodak into play simply pull down the camera bed and the lens automatically springs into picture-making position.

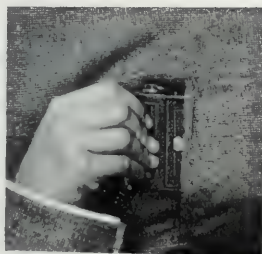
To focus, instead of the familiar distance scale, merely turn the lens rim and accurate focus is thus secured from near

Kodak Anastigmat *f.7.7*, Eastman-made, cuts sharply clear to the film edge, and in this quality—a most important one—it knows no superior—anywhere, at any price. The result is sharp negatives of keen definition that are equally adapted to brilliant prints or splendid enlarge-

and ever with such distinctive equipment, the lens on this focusing Pocket Kodak, Series II, at least halves the honors.

The No. 1, Series II, is cleverly made to fit the pocket, smartly finished to please the eye and, like all Kodaks, is autographic.

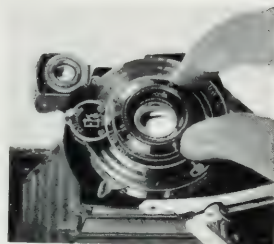
At Your Kodak Dealer's



1 Slips from the pocket in a jiffy.



2 Springs into action with a snap.



3 Focused for sharp pictures with a turn.

Canadian Kodak Co., Limited, Toronto

To the Front in July

Here's an advertisement that gets about as close to counter salesmanship as an advertisement can. It tells what this new camera does and it shows how it does it. And there's more to come. On July 7 rotogravure newspapers will feature this model. You'll get an advance proof for your window.

You can go the ads one better, however, and actually place the instrument in the customer's hands. Then his own demonstration, accompanied by your explanation, is likely to close the deal for a Pocket Kodak, Series II, with Kodak Anastigmat lens *f.7.7*. The price is well within range of a big public.



Aerial Photographic House Map
Aerial Photo Section No. 3
U. S. Army Air Service
1918

A mosaic map of the District of Columbia containing prints from over 200 negatives made in one flight with an Eastman Topographic Camera, Model K-1, altitude 10,000 feet.



An oblique view of Reelfoot Lake, Tennessee, formed by the earthquake of 1812. Photographed with an Eastman Aero Camera, Model K-2.



Pictures from the Air

One interesting consequence of the war is the adaptation of aerial photography to peaceable purposes. While its commercial possibilities would have been discovered, war or no war, its development was hastened by the army's need of pictures that showed the lay of the enemy's land.

In 1918 the allied countries officially adopted the Eastman Topographic Camera, Model K1, which was hailed as a marked innovation. It is an automatic mapping instrument, making overlapping exposures on a 75-foot roll of film. The prints, when pieced together, form a complete topographical picture of the country covered.

Advantages of such a camera for military reconnaissance over a large territory are obvious. Areas and distances can be quickly computed, knowing the focal length of the lens and the flying altitude.

This camera was at once recognized as useful for many important purposes foreign to warfare—photo-

graphing forests or rough land, for example. A ground survey in such country is slow work at best and its results cannot be as interesting or as accurate as a picture. An aerial photograph proved that Reelfoot Lake, Tennessee, is less than a dozen miles long, although previous maps gave it three to ten times that length.

The Geological Survey, Air Service and Engineer Corps are now planning to co-operate in a new method of mapping. The contour lines established by ground crews will be inked in on the aerial photograph, thus making a complete, accurate and interesting record.

Many tasks in aerial photography, however, do not require a map or a composite picture. A print from a single negative often suffices. Such exposures are usually made at an angle, instead of from directly above. For this "oblique work" the Eastman Aero Camera, Model K-2, is used.



A 7 1/16 x 9 1/2 inch "oblique" made at an angle of 20 degrees off vertical from an altitude of 5,000 feet with a 20-inch lens shows a ground area of about one-fourth square mile. A few obliques will therefore cover the average commercial project such as a real estate development, city, drainage proposal or factory group. A vertical picture 7 1/16 x 9 1/2 inches made with the 36-inch lens recently produced in the Kodak lens plant from the Kodak Anastigmat formula shows an area of about 1 1/3 square miles from a height of 15,000 feet.

Picture-making from the air has not been free of difficulty, to be sure. But its greatest obstacle has recently been overcome by an achievement of the Kodak Research Laboratory—a method of hyper-sensitizing aero panchromatic film.

An ever-present haze surrounding the earth necessitates the use of filters and color sensitive film when working at high altitudes. Otherwise the picture would show the haze instead of the ground, and color values would be out of balance. Since a filter dense enough to cut out the haze keeps a considerable part of the light from entering the lens, fully timed expo-

sure have been possible only during the brightest period of the day—a couple of hours around noon.

This handicap, a serious obstacle to commercial photography from the air, is minimized by treating the film with an ammonia solution. This increases the color speed of the emulsion three to four times, thereby permitting good exposures through filters earlier and later in the day. And filters dense enough to correct for almost any degree of haze can be used. Even with a minus-blue filter, to cut out the blue haze, well-timed negatives have been obtained as late as five o'clock in the afternoon, using this film. By thus multiplying the number of flying hours and facilitating proper exposure, much of the difficulty encountered in aerial photography has been mastered.

While commercial aerial photography is developing steadily as its vast possibilities become more and more appreciated, it is still in its infancy. But such advancements as the hyper-sensitized film and long focus lenses which the Kodak organization has recently brought forth ought to stir this interesting business to swifter growth.

For One Week in July

A window display suggestion that establishes a direct tie-up with our Rotogravure newspaper and magazine advertising is pictured on the opposite page. Use the poster recently received or a page from one of the magazines and adapt this display to your window. Then watch people stop and look.

The lattice of laths painted white is twined with branches of flowers. The parasol is light colored to set off the Kodak, which is connected by a red ribbon from the Autogra-

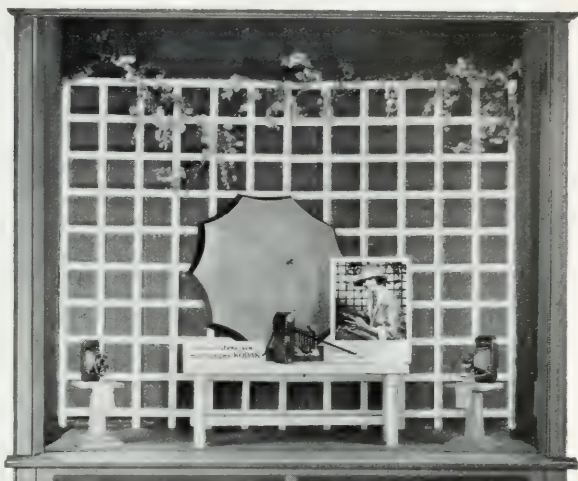
phic Attachment to the phrase in the advertisement "*Autographic Kodaks \$6.50 up*" on one side and to the hand-lettered sign "*Let us show you an Autographic Kodak*" on the other.

People in your town have seen this advertisement in Rotogravure. They will see it again in the magazines and when they see it for the third time in your window, they are reminded that "*At your dealer's*" means you.



Special Display Suggestion

This attractive window display is built around the advertisement that appeared June 9 in rotogravure newspapers and which appears also in July Magazines. Try it in your window for one week this month. Instructions for installing it are given on the preceding page.



Pages in July Periodicals



Kodak Keeps the Story

All the story—not only the picture but the date and title written on the film at the time. And this feature is exclusively Eastman.

Autographs Kodaks Story

Canadian Kodak Co., Limited, Toronto

In addition to its June 9 appearance in rotogravure, this ad will be in 4 July magazines.



KODAK

And afterwards you have it all in the album

Autographs Kodaks Story

Canadian Kodak Co., Limited, Toronto

An interesting summer subject that will appeal to vacationists. This copy also appears in July magazines.



Wilkinson & Company, have a big canvas covered carton about four feet high—a fac-simile of the yellow box in which Kodak Film is sold—to set at the curb in front of their store. It certainly tells folks where to buy film.

In Other Stores

An amateur photographic contest, continuing four months and involving cash prizes that totalled \$1500, was conducted last summer by the Owl Drug Company, Los Angeles.

Each eligible picture included the distinctively dressed Owl Camera Girl, who visited the beaches and boulevards of the Los Angeles vicinity on regular schedule. Newspapers told her itinerary from day to day.

Prizes amounting to two hundred dollars were awarded monthly for the best pictures entered in June, July, August and September, respectively. At the end of the contest, capital prizes totalling seven hundred dollars were given for the best pictures made during the four months period.

The counter at which finishing is delivered in E. A. Ridgley's Drug Store, has a glass top beneath which is a display of prints and about a dozen assorted albums. This idea has been tried by other dealers and found to be a stimulator for album sales.

Here's how W. A. Howard, proposes to get the photographic business from the summer colony at a nearby lake. He supplies each cottage with a 9 x 18 sign which, when placed where it can be seen from the road, will be a stop signal for the Howard service car on its daily round. The car will collect finishing work and carry a complete stock of Kodak Film.



A New Advertising Post Card



Dear Jacks
 Such a good time as
 we're having just wait
 until you get a good look
 at our Kodak pictures
 and you'll see for
 yourself
 You're bringing a
 Kodak yourself. Here are
 so many chances for
 pictures here
 Fred and Eddie's
 fishing excursion is a
 sample
 Love ever
 Helen

POST CARD

PLACE
 STAMP
 HERE

CORRESPONDENCE HERE

NAME AND ADDRESS HERE

You'll always find
 an up to the minute
 stock of Kodaks, Kodak & Kodak respect
 Film & Eastman supplies
 at
 Richard Roe & Co.
 1020 Third Ave.
 City

ANYWAY you look at it the Kodak postcard is an effective advertising device, interesting and sure of attention. The price of these cards (to cover cost of an etching) with your name imprinted in script to match the rest of the writing, is \$10.00 per thousand. Fractional lots above

1,000 (such as 1,250, 2,300, etc.) will be figured at the thousand price. Lots of less than a thousand will be figured at the thousand price plus \$1.00. The smallest order accepted is for 400 cards, the price of which is \$5.00.



Ten Minutes with the Boss

"The only reason some people wake up is so they can go to sleep again," said Mr. Clark as he bit into his cigar.

"What's the matter?" queried Sammy.

"Well, nothing much—but I've just been thinking about direct-mail a bit and it seems to me that some of the letters we're sending out wouldn't strike home if you stood on top of the house and dropped them. And I think the trouble is this: We're even more general than a second lieutenant. We aren't writing to Mrs. Smith and Mrs. Cooper and Billy Ebbs. We're writing to a telephone book.

"I knew an advertising man once—and that's the way to know them, 'once'—who when he wanted a real, honest-to-goodness selling letter used to say to his copy chief, 'Marten, write me a five hundred word description of Mrs. J. B. Purdy

who lives at 139 Wabash Avenue, Kalamazoo, Michigan.' 'Who?' 'Mrs. Wendell Barker, 275 Milk Street, Boston, Massachusetts.' Marten's jaw opened but nothing came out. 'Write me a description of Mrs. Oscar B. Perkins who lives at 518 Maple Street, Lyons, New York—I want you to write an actual letter to some one—some real person. I don't care whether it's Mrs. Ebbs or Mrs. Price or Mrs. Putt but if you start by writing a description of her you'll end by writing a letter to her. And that's what I want—a letter written to somebody. You'll be aiming at a definite individual rather than shooting at infinity. And then when you get down to the actual letter, as soon as you finish a sentence, listen. What does Mrs. Perkins say? That's the way to go at it, my boy. Try it and see.'

"Well, it seemed to work, Sammy. And perhaps it's worth trying here. The chap that hits the bull's eye has to have a target to aim at."

The Current Kodakery

Here's what's in the new *Kodakery*:

"Telling Fish Stories with a Kodak," then an article about bird nest pictures, by Mr. Middleton, and an account of how Joe and Jerry photographed a building.

There are also suggestions con-

cerning the new Velox contrast (No. 1) for soft prints from hard negatives, the Kodak Diffusion Portrait Attachment, and exposures for outdoor subjects.

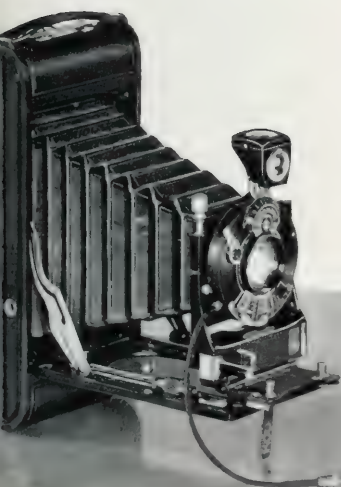
And the ads tell about the accessories mentioned in the text.

*Life is like tennis in that
the player who doesn't serve
well usually loses in the end.*

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

AUGUST 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*Usually the Salesman who
“rings the bell” is the one who
rings most bells.*

—Forbes

SAID the advertising manager of a big mail order house, in a recent address:

“We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau does not get. This bureau looks over these papers and when we find a town where the merchants are not advertising in the local paper we immediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local papers.”



A Hint to the Yegg.

The KODAK SALESMAN

an aid to the man behind the counter

Vol. 9

August, 1923

No. 7

Superior Finishing

On Monday morning Mrs. Brown enters the store and at the Kodak counter leaves her films to be developed and printed.

When she comes again the next day or on Wednesday, she expects to receive good negatives and prints.

To give Mrs. Brown anything but the best is to encourage her to go elsewhere, and the trade that a good Finishing Department brings to the store is too profitable to lose.

Profits on developing and printing are well worth having, but there is more than this at stake, for good finishing brings customers to your store—at least as often as Monday comes around. They buy their films and other supplies where their finishing is done and almost without exception are good customers in other departments.

Don't drive this profitable business away by inferior finishing, but instead insure the satisfaction of these customers and bring new ones—by the careful supervision of the Finishing Department and by the exclusive use of materials of known excellence for your finishing work.

Velox is the only photographic paper made **exclusively to fit** the requirements of the amateur negative. For twenty-five years it has fitted the need of the amateur and the amateur finisher more closely than any other paper. It is made in the proper surfaces and in a sufficient number of degrees of contrast so that if the negative is printable there is a Velox to fit it.

There are other papers on which you can make good prints from some amateur negatives, but the other papers being made primarily for professional or commercial use are not *exactly* fitted to amateur use.

Velox is *exactly*, and finishers whose first thought is quality use Velox exclusively, invariably.



Cameras in Camp



A week or two in an outdoor camp is always a high spot in a youngster's summer fun. It can contribute toward the high spot in your sales record too. There's surely a camp near your town and it's an easy matter to find out who is going.

The secretary of the Y. M. C. A., Y. W. C. A., Campfire Girls, Boy Scouts or whatever organization manages the affair can give you

names of youngsters who have made reservations. You can usually get this information two or three weeks in advance.

About ten days before each group leaves town, send every boy or girl in the crowd a sales letter. It's sure to get attention because youngsters like to receive mail. Therefore if you suggest that a Brownie camera will add to the fun every day during the trip there'll certainly be some calls at your counter.

If you haven't time to frame a suitable letter, ask us for copy.

Read 'Em and Weep!

Some Monday evening when you need consolation, just think how much better salesman you are than the heroes of the following paragraphs—true incidents, every one of them.

Mr. Hart left a suit to be repaired at the store where he bought it and a salesman promised to call him up the next day and tell him when it would be ready. The salesman didn't phone that week, however, so Mr. Hart did. "We'll deliver the suit to your house tomorrow," was the glib response. Three more days went by before Mr. Hart put in a second query; and another passed before the duds came. "Wish I had called for them myself," said he. "I ought to pay a farewell visit to that store."

The Blakes have been living abroad for several years and now that they are home again they require a complete new outfit of furniture, rugs, bedding and draperies. Mrs. Blake picked out the store that seemed to have the best assortment of fine furniture at prices not too

high and got a friend to introduce her to the head salesman. Said Mrs. Blake: "I have to buy complete furnishings for an apartment and I wish you would go over the floor plan with me so that you can help me select the right things." The salesman agreed. A week later Mrs. Blake returned with the plan, ready to get everything selected—furniture, rugs, draperies, everything. And what, oh what, did the salesman say? Believe it or not, this is his answer: "Well, I'm pretty busy today. But if you'll come in some time next week maybe I can help you." Out of the door walked Mrs. Blake and with her went that store's chance to sell an outfit that totalled a few thousand dollars in price before the Blakes were through buying.

Mr. R. said to the manager of the toy section of a big department store, "Can you please tell me where I can get a rubber tire replaced on the disc wheel of a boy's coaster?" And this was the smiling reply: "Is it for a baby carriage?"



Have You a Multigraph?

If you have access to a Multigraph you can make it increase your Kodak business. Next to a demonstration at the counter, a letter is the most direct form of salesmanship. We'll supply the copy, the Multigraph will do the work.

Classify your prospects—boy scouts, parents, vacationists, hunters, farmers—and plan to reach one group at a time. Then ask us to write a special letter to interest that particular group.

When you wish to feature a specific camera, we can supply a cut of it, curved to fit the Multigraph. Be sure to state which model your machine is, junior or senior, as the diameters of the drums differ.

Choose any illustration from *Free Cuts for Kodak Dealers*. Unless otherwise specified, all Multigraph cuts will be curved "regular." "Special" curvature makes the vertical of the picture run parallel with the channels on the drum.

No. 1A Pocket Kodak, Series II

From the moment it was announced two months ago, the No. 1 Pocket Kodak, Series II, found itself in high favor. Its unique quick-action features and its compact design made it popular with the photographic public even in so short a space of time.

Almost simultaneously with the announcement of the No. 1 Series II came the query, "When do we get this model in the $2\frac{1}{2} \times 4\frac{1}{4}$ size?"

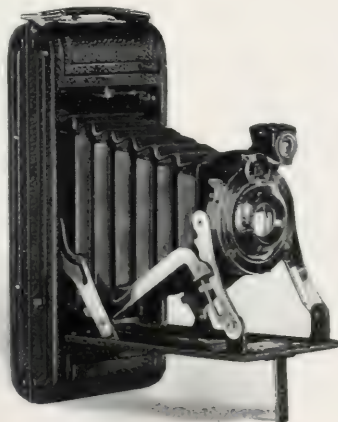
The No. 1A Pocket Kodak, Series II, is almost ready. Orders now in hand will be filled within a week or two. And larger deliveries will come from the factory before the end of the present month.

The 1A embodies the same construction and the same time saving arrangements that characterize the $2\frac{1}{4} \times 3\frac{1}{4}$ size. The lens pops into position when the bed is lowered—a two-motion task on most

cameras, but an automatic act on this.

Both a fixed focus and an adjustable focus model are offered. The former, with Kodak Ball Bearing shutter and Meniscus Achromatic lens, is priced at \$15.00, even money.

The focusing model has a Kodak Anastigmat lens $f.7.7$ and sells for \$22.00. On this camera, focus is changed by a fingertip adjustment of the lens mount, on which are indicated nine distances—6 to 100 feet.



The pleasing oblong proportions of the $2\frac{1}{2} \times 4\frac{1}{4}$ print have contributed to the popularity of every 1A Kodak made. This new camera, which combines that size with such features as the self-erecting front, aluminum body and attractive finish, is certain to find ready sale at any Kodak counter where it is displayed and demonstrated.



To Make Every Motorist a Camerist.

Midsummer Windows

"What's a speedometer got to do with a camera?" asks the passing pedestrian—and he stops passing, to look at the window shown above.

The background is azure crepe. In the centre a box, draped with velvet, supports the motoring enlargement, flanked on one side by a Kodak and film; on the other by a map; blue book and speedometer. Says the sign: "A speedometer tells you how far you went—your Kodak records what you saw."

The highways this month are thick with automobiles and picture possibilities. Everybody who has a car, even if it's only a side-car, is a Kodak prospect.

Summer travelers, among whom vacationists form the majority, deserve recognition in your window. The "props" for the display opposite are easy to get and the work of installing them won't take more than a half-hour.

The green draped bench on which the travel ad, bag and camera case are shown is fringed with assorted bright-covered time tables. The background is national blue crepe.

Be sure to select a light colored bag so that the camera case will stand out plainly.

You'll find the ad in the August magazines. See page 14 for the complete list.



For Any Week in Midsummer.

At Your Service

The dictionary says that "Service" means "To employ one's self in the interest of another."

The definition of Service in business ought to have these six words tacked on—"For the benefit of one's self."

Service is not a charity. It is nothing but good business.

Though our Service Department may not exist for an altruistic reason, it actually works for the interest of the man behind the Kodak counter and his customers. It answers any answerable question

concerning photography—from the theory of light to telling what is wrong with a print.

If it is *theory* the Kodak Research Laboratory has the answer. If *practice*, one or another of the many other departments of the Company has it. In any event, a letter addressed to the Service Department, Canadian Kodak Co., Limited, Toronto, will solve your photographic problem.

This department is at your service gratis. Those in it like their work. Don't hesitate to command their services.



They're Still Good

The electrotypes offered in Spring and Summer Advertisements for Kodak Dealers are as good in August and September as they were in June.

If you will look through the proof book you'll discover several that will provide a timely stimulant to your trade. You may order (by number) complete electros of illustrations and text or electros of illus-

trations only, either single or double column.

Perhaps you have mislaid the proof book. Then the thing to do is to ask the Advertising Department for another, so you'll get a chance to use these ads in keeping your business booming.

Remember, too, that a timely electro is offered in the *Trade Circular* each month.

Distinctive Advertising in Small Space

It is much easier to write an advertisement to fill a large space than it is one to fill a small space.

The user of large space can depend upon the size of his advertisement to attract attention. The small advertisement must present some distinctive feature or it becomes lost in a veritable sea of type.

Take a glance through the files of any of our larger daily papers and you will note that regular advertisers using large space, almost without exception follow a definite style in the matter of arrangement and type. Some even go so far as to have a special style of type cast for their sole use. Where illustrations are employed, they follow a certain style. The result is that people accustomed to the daily reading of these papers could tell the name of the store even if it did not appear in the advertisement.

The store which advertises continuously at regular intervals in small space should select and maintain a certain definite style to give the copy individuality.

Perhaps one of the simplest ways is to select a border of dignified design, with which to surround the

advertisements and to make use of this border always.

Readers become accustomed to seeing the border and to associating the store of the advertiser with it.

Two such border designs are illustrated on the opposite page. These were planned by our Advertising Department for the use of stores regularly advertising the Kodak line in small space.

It is not our purpose to standardize retail advertising, but we do wish to help you make the most attractive and effective displays possible.

The border electros are gratis on request.

Whether you use one of these or another border of your own design, be sure your copy isn't too long for the space. Don't see how much you can crowd in. See how little will tell the story. A good margin of white space around the type will attract attention.

The choice of a readable, dignified type, for use in all your advertising, will add to the unity of style, and further serve to give the copy individuality and distinctiveness.



Free on Request

KODAKS

There's fun at the time in making Kodak pictures and they store up fun for the future.

Get *your* Kodak here —our stock is complete.

Film — Finishing — Supplies

Richard Roe & Co.

1202 Tripod Ave.

This frame is supplied without text to meet the demand for a small size distinctively Kodak border suitable for a campaign with fresh copy daily or weekly. The text and layout shown are merely suggestions.

Order by Number

Single Col.236B

Double Col.236A

KODAKS

*Keep your vacation
with a KODAK*

Out of the pocket, into position, release the shutter and the picture is yours.

That's the Kodak way. It's simple and sure and leads to pictures you'll be proud to show.

Let us help you plan a Kodak outfit for good pictures and lots of fun.

*Autographic Kodaks \$6.50 up
Kodak Film in the Yellow Box*

Richard Roe & Co.

1202 Tripod Ave.

Finishing

Frame intended to serve as a stock border for use in newspapers for a series of different pieces of copy prepared by the dealer.

Copy suggestions will only be furnished by the Advertising Department on request.

Order by Number

Single Col.299A

Double Col.299B



Rah—Rah—Rah!

Early next month thousands of young men and young women will leave their homes to begin or renew their college training.

Life in college holds picture opportunities in abundance. This is especially true of the entering class. Everything is new to them and they will send dozens of prints back home if Kodak dealers make the suggestion in the right place and at the right time.

Almost all colleges of any size publish their own paper for distribution to students. As a rule

advertising space is sold at a nominal fee. Here then is an opportunity for Kodak dealers in college centres to increase their Kodak sales.

If you are in a position to seek this business, write the Advertising Department for copy suggestions. They will gladly furnish these suggestions and electros for illustrations to accompany the ads.

Specify how many ads you will run as a series in the local college paper and what their size will be.

Service and cuts—all are free.

K. A. vs. R. R.

If you could get every Kodak customer to choose the Kodak Anastigmat equipment, your store would gain by:

1. Increased profit on each camera sale itself;

2. Increased film and finishing volume because people who make good pictures make the most pictures;

3. Increased orders for enlargements because there would be more sharp negatives.

Those are your incentives for favoring the Kodak Anastigmat but they are quite distinct from the reasons that influence the customer. He wants to know just why the Kodak Anastigmat is worth a few dollars more and how it would add to the quality of his pictures.

Tell him that a comparison of an anastigmat negative with a rectilinear negative exposed under the same conditions would show that the

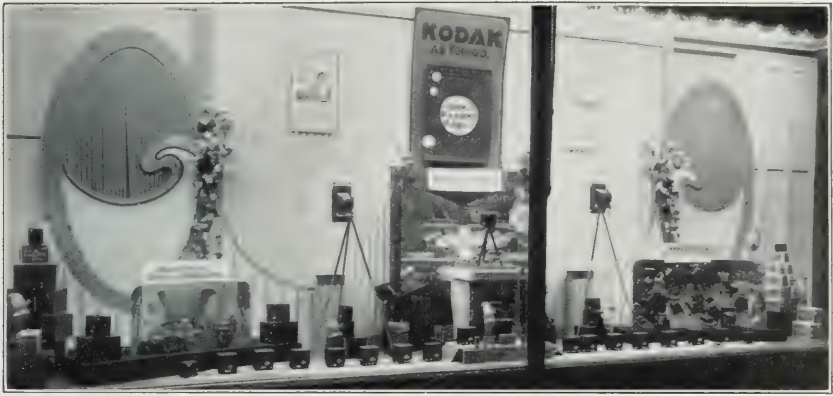
former is sharply defined throughout the image area whereas the latter is less sharp toward the edges.

The cause of the difference is this: the anastigmat lens reproduces every point in the subject as a point; the rectilinear lens reproduces as tiny elongated images those points that fall near the edges of the exposure area. This error, scarcely perceptible, exists in every rapid rectilinear negative except in those made with the lens stopped down, and is greatly magnified, of course, in an enlargement.

Everyone knows that the Rapid Rectilinear lens and even the Meniscus Achromatic lens make good pictures. But the Kodak Anastigmat makes better ones—contact prints that are crisp and snappy throughout, enlargements that are sharp and clear.

Sell anastigmat equipment whenever you can.

Read Chapter V in "About Lenses."
It will help you sell the Kodak Anastigmat.



A Travel Display in R. B. Griffith's window. Miniature stages on left and right show a foreign and a western scene.

In Other Stores

Employees of Cole & Company, are instructed always to offer the 10- or 12-exposure roll when a customer calls for film. When the salesman reaches for the larger roll and asks "Twelve exposures?" the answer is almost always "yes."

John Boesch Company marked its thirty-ninth anniversary with a big celebration. The Kodak department showed pictures of a pre-Kodak photographic outfit and prints made from early Kodak negatives. The store paper contained a two-column account of the development of modern photography.

Says Mr. Elmer Peterson, manager of the Kodak department, "It was an easy matter to carry the guests from 1888 to 1923 and they seemed just as much interested in the new Kodaks and accessories as in the pre-Kodak display. It was a grand opportunity to get acquainted with people who are interested."

Through its newspaper advertisements, the Foster Drug Company, Western dealers, urge amateurs to forestall the passing of the "wild and woolly" and make pictures of the remaining old cabins, corrals, bunk houses and other relics of cowboy days. Such pictures are always of interest to friends in other regions. And in a few years they will have real historical significance. It's a suggestion for dealers in any changing neighborhood.

A Southern U. S. dealer was recently accused by a farmer customer of selling a Brownie camera that made left-handed pictures. As evidence the farmer produced a photograph of his team. It showed the big horse on the left—enough to jar the aesthetic sensibilities of any driver. Explanation was easy, of course. The wrong side of the negative had been placed next to the paper in printing.



The Story Is True, So Is the Moral

A lady who had just purchased her fifth Eastman-made camera wrote on the back of her *Kodakery* coupon: "I purchased from. . . ., several years ago an Auto Graflex which I still own. I knew then that there was such a magazine as *Kodakery* and asked about it but they gave me no information. . . ."

The customer should be better protected."

It's a serious offense, in the eyes of a purchaser, when the salesman makes no effort to help him get that to which he is entitled. And the above mentioned coupon proves the moral. The "name of dealer" space shows that this lady now buys her cameras elsewhere.

Can You Beat It?



This cartoon, reprinted through courtesy of the *New York Evening World*, depicts the discussion that is likely to occur when one lacks a way to identify his pictures. Maurice Ketten drew the cartoon but anyone can draw the moral: "Use an Autographic Kodak."



A Real Friend

Kodakery is a real friend to the man behind the Kodak counter.

Here is what it does for him:

Sells more film and supplies by stimulating the enthusiasm of the amateur photographer.

Sells more accessories and photographic devices by describing special fields of photography such as Kodak portraiture, pictures by flash-light, printing and enlarging at home.

Sells new conveniences and new

accessories by announcements in the advertising pages and by special articles explaining their use.

Such a friend should be cultivated. Don't fail to put a copy of *Kodakery* to work for you whenever you can. When you sell a Kodak, Brownie, Premo or Graflex Camera, get the name on the dotted line and *mail* the application *at once*. It's a service that the customer will appreciate and which will bring more business to you.

This Envelope Stuffer, imprinted with your firm name, supplied on request

Each month we offer to supply a quantity of stuffers, for you to insert into the envelopes in which amateur finishing work is delivered. It's almost a waste of material to mail them with monthly statements or similar communications. But in delivery envelopes, along with negatives and prints, they are sure to get interested attention.



Your Prints

are on Velox paper—assurance that each negative has yielded its most pleasing picture. For Velox is the only paper that is made to match amateur negatives exclusively.

Our methods, as well as our materials, are right.


RICHARD ROE & COMPANY

1201 Tripod Avenue



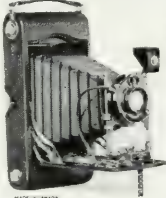
Seen in the Magazines

For information regarding prices, terms, and conditions, apply to the nearest Kodak Salesman or to the Canadian Kodak Co., Limited, Toronto.



No. 3A Autographic Kodak

A sensible sort of a Kodak is the 3A. It's large enough for pictures of generous size, $3\frac{1}{2} \times 5\frac{1}{2}$ inches, proportions that are particularly well adapted for farm views. Pictures of fields, orchards, meadows, buildings, stock and equipment show a large, clear image of the subject—the kind you want. Yet the 3A is compact enough to be carried conveniently, and it's an easy camera to work, as well.



The tested lens and the dependable Kodak Bull Bearing Shutter (with six exposures—speeds of $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{200}$, $\frac{1}{400}$, and $\frac{1}{800}$ second) mean good pictures. The autographic attachment permits writing date and title on the film at the time—a complete pictorial record.

A thoroughly reliable, capable camera, a useful bright red case.

For the 3A Kodak camera, its lens, its shutter, its film, its accessories, apply to the nearest Kodak Salesman or to the Canadian Kodak Co., Limited, Toronto.

Canadian Kodak Co., Limited, Toronto

This Kodak ad will be read in farm homes all over the Dominion. It appears in August issues of *Canadian Countryman*, *Farm and Dairy*, *Farm and Ranch Review*, *Farmers' Advocate*, *Grain Growers' Guide* and *Nor' West Farmer*.

A timely appeal that gets to readers of August issues of *MacLean's*, *the Canadian Home Journal* and *the Western Home Monthly*. Look for it in full colors on the back covers of these All Canadian Magazines.



Take a Kodak with you

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto

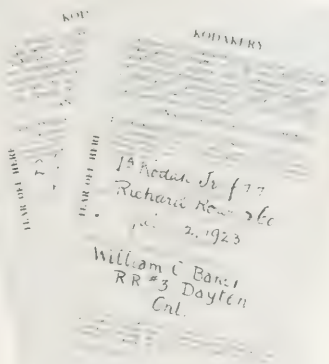


Clip the Coupons

The *Kodakery* coupon is worthless as long as it remains in the manual. Only when it is torn out, properly filled in and mailed to us does it become valuable.

Kodakery has a definite mission—to keep up the amateur's enthusiasm so that he'll continue bringing you film and finishing business and to interest him in accessories that you sell.

Don't wait for *Kodakery* coupons to accumulate. Shoot them along to us as fast as they're filled out. And don't leave it to the customer to attend to. In the excitement of owning a camera he's likely to forget *Kodakery*.



Taking a Chance—and a Profit

Most anyone would rather trust his eye than his imagination. For example, it isn't easy for every customer to visualize the enlargement that you say can be made from his prize negative.

Perhaps that's what was in the mind of one salesman who decided to make enlargements on speculation, knowing that they would usually sell themselves. It should be said right here, however, that he knew his customers and had their confidence.

Whenever he found an especially good negative of a subject in which he thought the owner was particularly interested, he made an enlargement from it. The enlargement had to be ready when the customer called, of course.

Before handing over the delivery envelope to the amateur the salesman usually said, "One of your negatives was a dandy—what do

you think of this?" as he flashed the enlargement.

The customer was always interested and impressed. "By George, that's the goods, isn't it?"

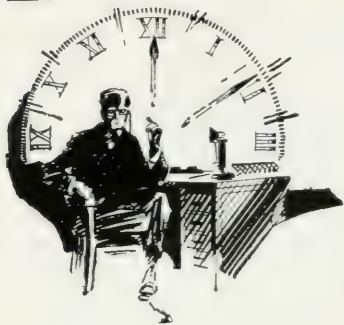
"Certainly is," the salesman would agree. "I'd like to display it for a few days if you don't mind."

"Well, I don't mind, of course, but can't I buy it? What do you get for an enlargement like that?"

Then it's all over but the tinkle in the till.

During one year this scheme rang the bell 951 times in 956 attempts.

If you adopt such a plan bear in mind these important points: try it only with excellent negatives of subjects that the customer is sure to be interested in. People, pastimes and pets are the surest appeals. When you find a good negative of a fellow's children, dog, or motorboat, that's the one that will produce a saleable enlargement.



Ten Minutes with the Boss

"You've heard about Dr. Elliott's five foot shelf, of course," said Mr. Clark, as he dropped his hat on the hook.

"Sure," returned Sam. "It's the means of a liberal education."

"Well, I've got another prescription for anyone who sells and that's a five block walk. Every once in a while Sammy, I make it a point to go down Main Street as far as the Circle and then back on the other side and all that time I'm studying every window on the street. And I'm doing that for two reasons. In the first place you and I haven't a corner on all the ideas in the world and sometimes I get a suggestion from another store that is usable here. In the second place, I want to see how our windows rank with

the rest. Are most of them more attractive or less? Is there a sameness to the street as far as displays go, and if this is true, are we in the rut with the rest or does our trim stand out?

"You know, Sammy, I don't think enough thought is given to this idea of store individuality as applied to window space. There is as much reason for making your trim different from neighboring displays as there is to keeping your ads distinctive in the newspapers. It isn't so much what you put in your window as how you put it. A window containing cameras and one containing stationery can convey exactly the same impression of behind-the-band or behind-the-time, on the job or in the rut. A window may spell 'c-a-n-d-y' and not say a mouthful.

"You can't catch the eye with the wrong kind of bait, Sammy."

August Kodakery

A variety of valuable information appears in the August Issue of Kodakery.

The first story, "Impromptu Portraits" is by Albert Crane Wallace. The author explains his methods for getting the real story into the story-telling picture.

An article on Landscape Photography tells the difference between pictures and records, and Joe and Jerry try the Kodak Portrait At-

tachment. There is also an interesting illustrated story by Harry C. Phibbs and articles on the care of photographic shutters and the function of color filters.

Numerous attractive examples of Kodak photography brighten the pages of this issue. Altogether it is a number from which you can learn a lot that will help you to help your customers.

*Many Salesmen are better on
prediction than they are on
production.*

—Upper Cuts

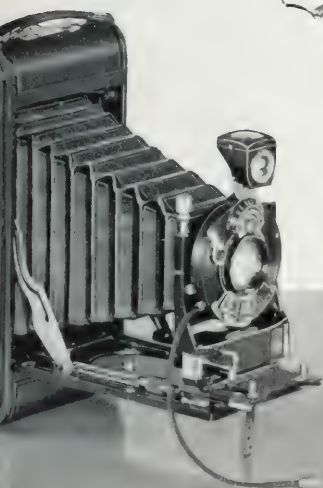
*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

September 1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*Any working day is better
than Labor Day for doing
real honor to work.*

Alas!—'Tis True

Four little dealers,
Feeling sad but free,
One wouldn't advertise,
Then there were three.

Three little dealers,
One felt pretty blue,
Failed to dress his window,
That left but two.

Two little dealers,
All their rivals gone!
One forgot his overhead,
That left only one.

One little dealer,
Decided he could get,
Some lessons from experience,
So he is growing yet!

—*Kiwanis Magazine*



"Say, Eddie, give me a couple of 20
cartridges, will you? I want to shoot
the wife and kid."



The KODAK SALESMAN

an aid to the man behind the counter

Vol. 9

September, 1923

No. 8

A New 1A Kodak *Special*

There's a new 1A Autographic Kodak *Special*. It is ready now and is advertised in September magazines.

This camera is lighter than its predecessor by almost half a pound, thinner by an eighth-inch, narrower by nearly a half-inch. In design it resembles the much admired 2C *Special* with its trim lines and its luxurious cover of tooled sealskin.

On the new camera the focusing scale is flush—readable from an angle—and focus is adjusted by a worm screw for the thumb. The rising front is controlled by a knurled nut. The autographic slot is countersunk, leaving the closed camera smooth and smart in appearance.

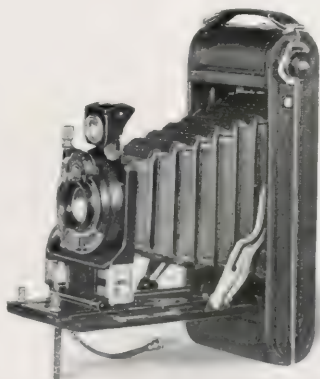
Kodak Anastigmat lens $f.6.3$, Kodamatic shutter and Kodak Range Finder were available on the previous model, to be sure, but now these important elements are embodied in an instrument that is strikingly superior in compactness, convenience and style.

Therefore the 1A *Special* gets a fresh start. You will find evidence of increased interest in this camera.

The keen amateur wants sharp, snappy pictures in which the action

is stopped and the exposure correct. That's the *kind* the 1A *Special*—with fast lens, shutter speeds up to 1/200, automatic diaphragm scale and range finder—makes. He prefers a picture of oblong shape, large enough to get the view, small enough for film economy—that's the size the 1A *Special* makes.

This new camera has everything in its favor. In every respect it's the last word in Kodaks. Its dimensions, its looks, its completeness and its capability all recommend it and we hope that you, behind the counter, will do likewise.



1A Autographic Kodak *Special*. \$60.



Cuts for Your Advertisements

Any story is improved by an illustration. Likewise the advertisement that includes a picture is more effective than one that is unadorned. The picture attracts the eye and makes the text look more interesting. Thus an illustration achieves the essentials of successful display: attention and interest.

“Free Cuts for Kodak Dealers,” a proof book showing electrotypes available for your use was mailed some weeks ago. Keep this book on file close at hand so that you can select from it regularly the cuts that you need in your newspaper advertising. If your proof book has been mislaid ask the Advertis-

ing Department for another.

The Cuts offered are especially prepared for dealer use and are of the sizes and styles that are most popular. While most of them are made from line drawings, so that they will reproduce well on ordinary newsprint, there is a group of halftones for use in pamphlets, programmes, etc.

About two-thirds of the Cuts are Cameras and equipment. The remainder show people using Kodaks or Brownies. You'll want some of each kind. To get them you need only make known your requirements to our Advertising Department. Order by number please.

What Do People Think?

A dry goods establishment in a western town became curious to know how it stood with its customers. So it hired an investigator, cautioned her not to tell which firm employed her, and sent her from house to house learning just what people thought of local stores.

She found folks generally well pleased but complaints were collected in 189 of 250 homes interviewed. Many grievances were trivial or unavoidable but others are worthy of mention.

A total of 121 people stated that certain stores failed to carry complete stocks; 78 said that indifferent or incompetent salespeople had given them trouble—matters that the store could have adjusted easily had

not customers chosen to cherish their grudges instead; 18 reported delayed deliveries; 7 objected to being rushed by salespeople while making purchases; 10 disliked the glare of the sun on show windows at certain hours because it prevented them from seeing the merchandise displayed.

The investigation proved that customers charge the whole establishment with the misdemeanors of its individual employees—one indifferent person can drive away considerable trade.

Not a single breach of courtesy or civility was reported against any store, indicating that good manners now prevail in business and are no longer a mark of distinction.

Have you had a copy of “Selling Kodaks and Supplies”? If not, ask the Advertising Department for a copy. It's well worth reading, and is a handy book for reference.



Help Swell the List

The Audit Bureau of Circulation is an organization maintained by advertisers and publishers to check publication statistics in Canada and the United States.

Kodakery has greater circulation than have two-thirds of the general magazines listed by the A. B. C.

Kodakery has greater circulation than have five-sixths of the farm papers listed by the A. B. C.

Kodakery has greater circulation than has any of the trade, class or technical journals listed by the A. B. C.

While these comparisons are not quite logical since the majority of *Kodakery* subscriptions are paid for

by us, they indicate that this magazine has greater distribution than have most magazines.

But the *Kodakery* mailing list isn't big big enough to suit us yet. Not every camera purchaser takes advantage of the free subscription offer. He doesn't learn about it at the counter and he overlooks it in his manual.

You are a circulation agent for *Kodakery*. If you will attend to the coupon every time you sell a camera there'll be no blanks in *Kodakery's* mailing list for your community. And in your community *Kodakery* will help keep up the enthusiasm that means dollars and cents for your counter.

Who Are the Proud Parents?

The stork is a great friend of the Kodak counter. A youngster is by all odds the favorite photographic subject and folks who wouldn't buy a camera before, see the need of one immediately when a baby joins the family.

Child pictures are always interesting and at the same time they are of historical importance in the household. In no other way can the youngster's month to month and

year to year growth be properly recorded. And the autographic feature is of special value in this connection.

Newspaper birth reports and the county clerk's office can supply names of parents of new babies. These names constitute a splendid mailing list for a special letter, calling attention to the Kodak's capacity for keeping babies' biographies in an interesting way.

For Fresh Interest

While photographic sundries are well worth pushing for the sake of the sundry sales alone, there's another important phase to consider.

Every time you sell a sundry, some amateur gets a new thrill of enthusiasm for picture-making. An Optipod, Color Filter, Self Timer or Portrait Attachment can quickly draw a camera out of disuse and start it working again as a consumer of film.

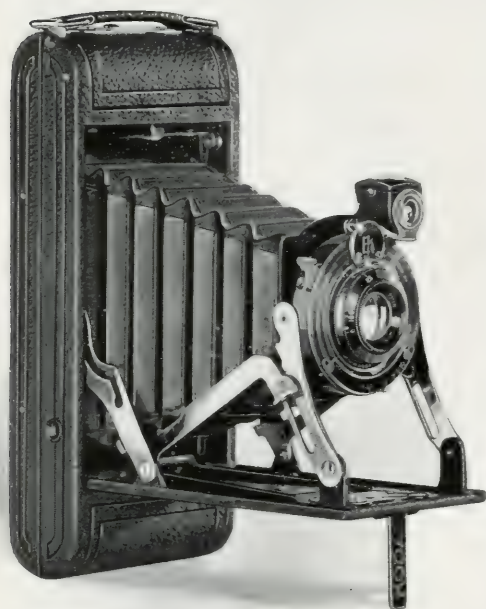
Sell the sundries by displaying them conspicuously at the counter and suggesting them to customers.

Kodak accessories and conveniences extend the field of photography so that more subjects fall within range of the amateur's camera. And they always freshen his interest.

Thus Kodak sundries help your film and finishing business, in addition to yielding a good profit on their own sales.



Demonstrations Sell Them



Nos. 1 and 1A Pocket Kodaks Series II

Fixed Focus and
Focusing Models

*They're fast workers
and fast sellers*

For easy demonstration the Pocket Kodaks, Series II, are real headliners.

The big feature is speed—speed of operation. Automatically with the lowering of the camera bed the lens springs into picture making position. A two-movement job with ordinary cameras is accomplished in one, and there is the same convenience as the camera is closed.

Focusing presents no obstacle to rapid operation. The Single Lens models require no focusing. The moment the camera bed is lowered, accurate fixed focus is attained.

The focusing models which offer the ideal in lens equipment—Kodak Anastigmat *f.7.7*—have the same simple focusing arrangement with which you have become familiar through the focusing model V. P. Kodak. A slight turn of the lens

mount on which are indicated nine distances, ranging from 6 to 100 feet, and focusing is accomplished; it's the work of but a moment.

The Autographic device is countersunk, so that the back has no projection.

Other features readily demonstrated which will appeal to many of your customers are compactness, light weight and attractive finish.

Moderately priced these new cameras fall within the range of almost everyone, and almost everyone will appreciate their distinctive qualities. They are being steadily advertised and are interesting many amateurs who want a pocket camera for auxiliary equipment—a fact that is significant.

The Pocket Kodaks, Series II, are quick action cameras—fast workers and fast sellers.



Be Good to the Goose

Film is sold only for use in cameras. It is called for by no home-brew recipe, it adds not a mile to the gallon of gasoline. It is no substitute for coal nor will it cure poison ivy. Its one purpose is to make pictures. Therefore the amount of film sold depends on the number of cameras in use.

To keep film sales on the up-curve, make camera sales travel a similar

trajectory. Then you'll be creating, day after day, new film customers who will bring in week-after-week trade.

But if you choose to treat camera business with indifference, you may be sure that your film sales will droop. It's like killing the goose that laid the golden egg and Aesop's readers have laughed at that stunt for generations.

Customers Know the Difference

"We can't get as many re-print orders from off-brand film," declares Mr. Carl D. Newton, owner of the Fox Company, Kodak dealers in far off Texas.

His firm handling one of the biggest finishing volumes in the country, finds practical value in analyzing its business and tracing every influence that seems to affect it.

Daily experience with many thousand customers places the Fox Company in position to be sure of its conclusions.

The significance of the amateur's refusal to order as many duplicate prints from negatives made with off-brand film reaches far beyond the reprint business. It proves that people expect Kodak quality in their pictures. If their negatives don't produce good prints they become dissatisfied, discouraged, and perhaps disgusted, with amateur photography.

Every camerist wants pictures that are suitable for distribution among friends, pictures that require no apology. If they can't get that kind, they'll give up.

What does it mean for an amateur to give up?

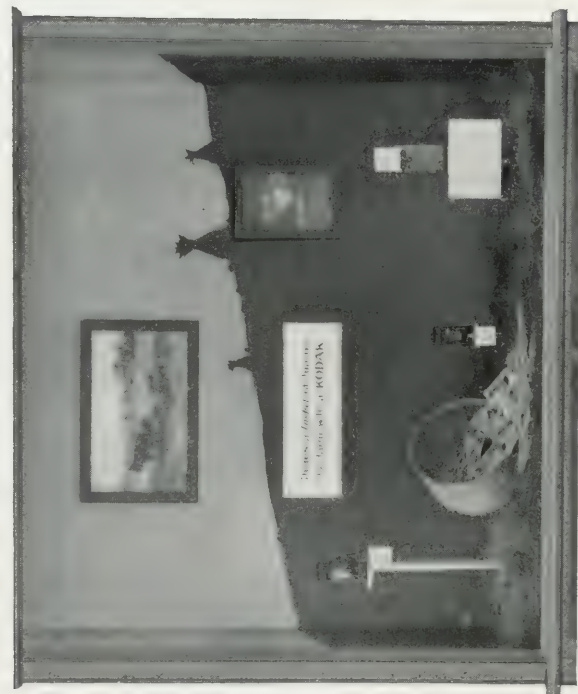
It means one less film and finishing customer, it means one less prospect for accessories, sundries and eventually for a better camera. And it means that this one person is going to dissuade many other people from taking up picture-making.

Contrast the above outlined situation with that induced by Kodak Film. Its speed and latitude, never yet approached by an off-brand, protect the amateur from under-exposure and over-exposure. Its behavior is uniform, it can be used according to rule, because it has to satisfy fixed standards before it ever gets into the yellow box.

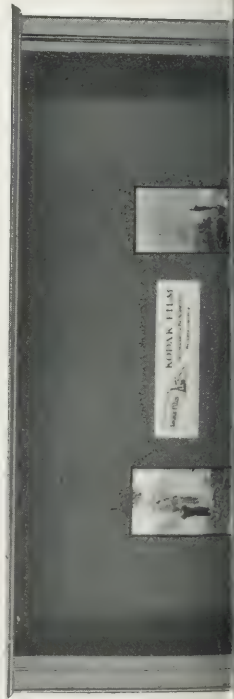
Such film assures the amateur of the best possible negatives. His pictures please him. He orders duplicates to distribute among his friends. What is more important, he brings in film and finishing business regularly, gets an enlargement now and then, is interested in accessories and attachments and hopes some day to buy a better camera. And wherever amateur photography is discussed, his enthusiasm makes friends for it.

Kodak Film safeguards this attitude, on which the profits of your department depend.

Three Ideas for Your September Windows



This is the time of year to court the farmer's attention.



Every good display enjoys the attention of the general public in addition to the specific class of people at which it aims directly. Here, for example, is a window that recognizes farmers only. Yet it is sure to make friends for Kodak photography among other folks as well.

Background and sides are Nile green crepe paper. Brown crepe paper is cut to represent a hillside topped by corn shocks silhouetted against the sky. Enlargements from two farm negatives carry the agricultural idea still further.

For the floor, get the brightest yellow straw you can find. The bushel basket is half stuffed with paper so that it looks partly filled with prints. Among a couple of dozen pictures spilling from the basket, a few farm views should be the most conspicuous.

The sign in the corner argues for a Kodak characteristic that is especially valuable to the farmer: "The Autographic feature enables you to date and title each negative after the shutter 'clicks.' The result is a complete record of crops, livestock, equipment, etc.,"

The adjoining display is made timely by its suggestion of the first week of school. And it teaches an easy, but important, lesson in photography. Only with Kodak Film can the amateur get his best results and it's a good plan to remind him of that fact from time to time.

In this display the background is purple,



any arrangement of the film cartoons is easily followed by referring to the illustration.

The large yellow boxes can be obtained through the Advertising Department at five cents each.

Don't forget the price cards on the Kodaks. They answer the window shopper's inevitable question: "How much?"

Where are the Kodak Film window strips that you received with the Trade Circular last month? One of them belongs on the glass, to catch the eye from across the street.

Hunting season has arrived and here's a window to welcome it, featuring the sportsman's camera—the Vest Pocket Kodak. In nominating this camera for the hunting trip you also recommend it for other purposes, of course.

This display is about twice as easy as it looks. Background and sides are covered with dark blush-pink crepe paper to represent a sunset sky. The silhouette of trees is cut from black paper, on which the design is roughly outlined first.

Moss and light brush, preferably pine boughs, cover the floor. The tree stumps are easy to get, and any taxidermist will gladly lend you a pair of stuffed fowl. If your town doesn't boast a taxidermist, ask a sporting goods dealer to tell you where you can go to borrow similar trophies of the hunt.

Show three or four models of Vest Pocket Kodak, each with its name and price plainly visible. Why not add a good word for the Kodapod, too. It's useful for making time exposures in the woods.



The big film cartoons are valuable for display.



A hunting display without a gun—it sells cameras.





They're Now Non-Abrasion

Chances are you've never seen an abrasion mark on a Velox print, and the chances are you never will, because Velox paper is now non-abrasion.

Although abrasions were infrequent, when they did occur they caused streaks to appear in the finished print. They were usually the result of friction in handling the paper during shipment or in the hands of the finisher or amateur.

The emulsions on these papers now have certain physical properties that safeguard them against damage from abrasion. But their sensitiveness and chemical character

are unchanged—their photographic qualities remain unaltered.

Although glossy papers were most susceptible to abrasion, the improvement that makes them abrasion-proof has been applied to all surfaces of Velox. It is for this reason—the fact that this new feature is so inclusive—that we did not feel it necessary to add “non-abrasion” to the labels. While it won't be on the box, it will be in the goods. They are non-abrasion and much better in consequence.

Early issues of *Kodakery* will carry the news to many of your customers, but we can't reach them all. You can.

One of the Coming Ads



All out-doors invites your Kodak

Introducing Kodak's Big up

Canadian Kodak Co., Limited, Toronto

In September issues of *MacLean's*, *Canadian Home Journal*, *Western Home Monthly*, *Saturday Night* and *The Family Herald* and *Weekly Star*.



Graflex Baby Book



For the photography of children the Graflex has many advantages.

The Graflex user sees the image in the focusing hood until the very instant the shutter is tripped to make the exposure. He knows that the youngster hasn't crawled out of focus, or indeed, out of the picture.

Another advantage is that the focal plane shutter has speeds as slow as $1/10$ of a second (there is also an automatic exposure of $1/5$ of a second), and both shutter and lens pass so much light that snapshots can be made in the shade—even indoors when conditions are just right.

These are advantages which will often mean the difference between success and failure when one has a vivacious child as a subject and the whole story is told in an interesting and convincing way in the Graflex Baby Book.

The idea of this booklet is to help you sell Graflex cameras to parents. It is the truthful story of how one family kept the baby's biography in picture.

If you are carrying Graflex cameras in stock ask the Advertising Department for a few of these booklets to distribute over a small but select mailing list of parents who might buy a Graflex. They will also furnish copy for a suitable letter to accompany the booklets if you so desire.

You may wish to see a copy of the booklet even if you don't stock the Graflex. Your request to the Advertising Department will bring a copy by return mail.

Think of a Name

Have you ever indulged in the profitable pastime of thinking up names of people who ought to have Kodaks? Try it.

Make a mental list of a dozen or twenty-five camera prospects. Visualize them as you write an advertisement. Lay for them when you're waiting on trade.

When one of your listed prospects comes into the store see if you can't get him over to the Kodak counter for a little talk. If you find that

he's already Kodak equipped, your interest may be the means of making him use his camera more and bring new film and finishing business to your counter.

But in your eagerness to close the deal with the likely prospect don't forget those who aren't on your list. Suspect every person in your community of needing a camera until he can prove that he already has one. That's the way to boost the Kodak census.



Your Harvest Season

Month after month, year in and year out the story of the Kodak is read in farm homes in all parts of the Dominion. This year there has been more Kodak advertising in farm publications than ever before. We have sown the seed, it is up to you to reap the harvest.

The season of harvest is at hand—on the farm and at your Kodak counter. Crops have come safely through the summer. Everywhere the harvest is a bountiful one. The farmer feels prosperous—is prosperous. He is able to buy the things that he wants, and one of these is a Kodak. Our continued advertising of the Kodak not only for pleasure, but as an aid to the business of farming has taken care of that.

But we can't lead him to your store and up to your Kodak counter. Your own advertising must do that, and there could be no better time to concentrate on the farmer than the present. Newspaper ads, window displays and your best selling efforts behind the Kodak counter are called for at this season.



Kodak on the Farm

Press the button and the picture is yours; date and title the film and the record is complete. The Autographic Kodak keeps all the story.

Obviously such a record, worthwhile for pictures of the sort shown above, is valuable for practical use as well. Dated negatives of buildings, stock, crops and equipment are the kind you want for reference and year-to-year comparison.

And it's all easy—and fun—with a Kodak.

*Autographic Kodaks \$6.50 up
At your dealer's*

Canadian Kodak Co., Limited, Toronto

The Time for Enlargement Talk

The best time to get the enlargement order is when the customer is taking his first look at his negatives and prints. Right then his interest is at fever heat. If you can warm up with him about his pictures he'll be most receptive to your suggestion that he have a couple of enlargements made.

Here's the way one dealer sets the stage for the enlarging stunt. The sorting girl clips to each choice contact print a slip that suggests a big print, and gives prices. Then on the outside of the delivery envelope she

makes a mark which indicates to the man behind the finishing counter that inside is a negative that ought to be good for an enlargement sale.

When the customer calls, it's up to the salesman to make him open the envelope right at the counter. The customer discovers the slip attached to one of his prints—that's the cue for the salesman.

All the customer need do is to leave the negative. But if he takes it home first he may never get around to bringing it back.



Fun All the Way

A gentleman who, at the age of over sixty years, had just bought his first camera, recently wrote us about the fun he was having. He found so much pleasure in his new Kodak that in a week he got a complete developing and printing outfit; wherein lies the moral.

There is nothing startling about an elderly gentleman taking up photography, to be sure, but it is somewhat unusual for any amateur to discover within a week that developing and printing are just as interesting as making exposures, and that there is immense satisfaction in seeing the job through.

People who do it all themselves, from taking the picture to mounting the print, are the real enthusiasts. They put the most effort into photography, get the most pleasure

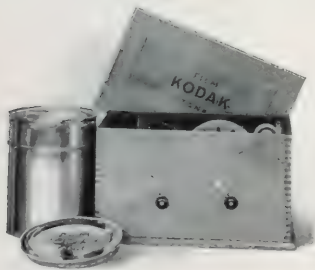
out of it and spread the most interest among others.

If half the amateurs were equipped to do their own finishing it is doubtful if any fewer rolls would be developed by dealers. Certainly more exposures would be made because there'd be more enthusiastic photographic talk floating around. Furthermore, few amateurs would finish all their films but would still bring many to the counter. And in any case a dollar gained on material is as good as a dollar gained on finishing.

Either the gentleman or his favorite salesman is particularly discerning because this venerable beginner found out in a few days that only to press the button and let some one else do the rest is to miss half the fun of photography.

This Envelope Stuffer

imprinted with your firm name, supplied on request, to insert in finishing envelopes.



Kodak Film Tank

Film development with the Kodak Film Tank is as interesting as it's easy. And there is the assurance of results that are right every time.

The experience is in the Tank.

Prices \$3.00 up.

RICHARD ROWE & COMPANY
1201 Tripod Avenue



An original and effective camping display.

In Other Stores

The camping scene in the above display was painted on wall board and the figures in the foreground were cut-out enlargements. Messrs. Berghorn and Stapleton, owners of the store, are owners of the youthful models also. Cut-out enlargements always attract attention.

R. W. Foister, Chapel Hill, suggests that finishing customers ordering reprints by mail indicate the number needed by pin punches in the margin of each negative.

Daniels and Teed Drug Company, dealers, in Wichita, Kansas, recently had to lock the doors and batten down the hatches to keep flood waters from washing in all sorts of trash. But they hung out a sign saying that film could be bought in the rear, where they did a big film business through an alley window.

When a customer brings a roll of film to the New Book Store, he's sure to be asked to buy a fresh roll right then. And he usually does. And he gets another opportunity when he comes back for his prints, of course.

When G. W. Shroyer & Company, dealers in Dayton, Ohio, moved their sporting goods store to a splendid new location, they held open house for a week. In order to get the names of new camera prospects, visitors were invited to guess the serial number of a No. 1 Pocket Kodak, Series II, which was awarded to the lucky contestant.

What has been happening at your Kodak counter? Perhaps the incident would make an interesting item for this page. Send it along and let the editor be the judge.



A Window Strip to Sell Film

The envelope in which you received your August Trade Circular also held something new in the way of Kodak display material—two window strips, advertising Kodak Film.

These strips reproduce the mammoth film carton in its actual colors and large type says "Kodak Film, the genuine in the Yellow Box. We have your size." To the point, isn't it?

Pasted directly on the glass of your window these strips will beckon people into your store to buy film. A complete trim can easily be built around them by displaying piles of film cartons on the floor and carrying out the color scheme of red and yellow.

If you haven't already done so, get them into the window and working for you. They will help your film and finishing business.

Ready-made for Your Use



The above electros are good for your local newspaper in August and September. Their order numbers, from left to right are:

2 col. x 7 inches, complete	52A	54A	50A	53A
1 col. x 6 inches, complete	52B	54B	50B	53B
2 col. illustration only	130A	234A	126A	108A
1 col. illustration only	130B	234B	126B	108B



Ten Minutes with the Boss

"Knew a fellow once by the name of Hepped," began Mr. Clark as he stopped at Sam's counter. "And I never saw anyone in my life who threw compliments around the way he did. Always patting someone on the back was Hepped. Why you could fairly hear him coming—pat-pat-pat—sounded like water dripping off a roof.

"Well, of course passing out compliments in that wholesale fashion took away from their value and finally it got so that a bit of blarney from Hepped was practically poison.

"I have never forgotten Hepped. And so when I tell you that the way you handled Mrs. Graves a few minutes ago was really masterly, you'll know that I mean it."

"Thanks, sir," replied Sam, obviously pleased, "you see, I never

saw the sense of two people losing their tempers. It's hard enough to find one."

"That's right, Sammy. There's something about heat that seems to bring out every bad quality that an irritable customer has. They're ready to boil at a moment's notice. They can hardly finish their morning grapefruit, they're so eager to go out and pick a couple of armfuls of flaws. And so they rush here and there and up and down and to and fro, getting hotter and hotter and madder and madder, and sometimes one of them gallops in here in a highly combustible state. The salesman who can handle that type, Sammy, who keeps his own voice down so that the customer can have all the acoustics, who explains rather than argues, is a salesman in the true sense of the word.

"The customer isn't always right by a good deal but the salesman who judiciously lets him think so invariably is."

All in the September Issue

The first story in September *Kodakery* takes us to the Arctic Circle for a change and tells how George Allan England, seeking literary and photographic glimpses of the seal fishermen, decided on a box type Brownie for his expedition.

Bird photography by flashlight is explained by Mr. Middleton.

The early adventures of an amateur with his first Kodak are enter-

tainingly told and illustrated.

There's a double page spread of prints made from Vest Pocket Kodak negatives.

Joe and Jerry get a puzzle picture this month.

"The Tea Party" tells about outdoor time exposures.

And there are two instructive articles you will find helpful.

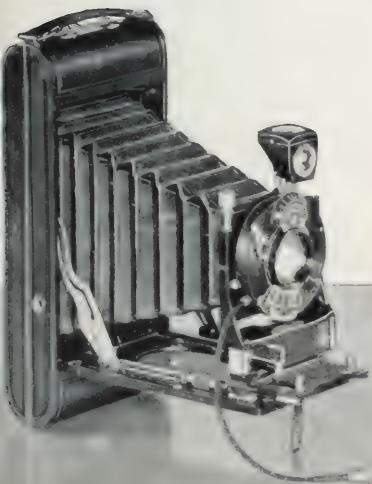
*The only trouble with
school is that some folks
won't learn anywhere else.*

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

OCTOBER

1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA

*Most any little breeze will
scatter a business that's gone
to seed.*

Through the Customer's Glasses

“**H**OW much experience have you had behind the counter?” asked an electric shop manager of a young man who had just applied for a job as a retail clerk.

“None,” admitted the applicant, “but I’ve had a heap of experience as a customer!”

He landed the job.

The ability to put on the customer’s glasses and see windows, cases, and prices from the buying side of the counter is an asset that cannot be too highly valued. Every salesman is also a buyer. He must purchase clothing, neckties, and shoes. The man who can remember how other salesmen and clerks showed him their merchandise in a way that invited his interest and encouraged him to buy—and who can apply these methods in his own everyday selling—is the man who will contribute to the building of a clientele of satisfied patrons for his store.

—*Electrical Merchandiser*



"I 'spect I needs a Color Filter, too."

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

October, 1923

No. 9

Put Kodaks on the Farms

This is the farmer's favorite time of year.

He has nursed his fields and orchards past attacks of hail, drouth and flood, worms, gophers and grasshoppers. Now his vigil is over. And as his worries lessen, his purse strings loosen.

At this season the farmer draws his pay, gets square with the bank and enjoys money of his own. He selects some of the things he wouldn't buy during the months when every dollar was costing him interest.

Be sure that the Kodak appears on the shopping list of the farmer in your territory.

Always within ready reach of the same great outdoors that is a Sunday luxury for town folks, the farmer's family has daily opportunity for picture-making. Country people ought to be—and often are—among the most devoted of amateurs.

There is an additional argument for the Kodak on the farm and it is tremendously telling in persuading father that the camera is a legitimate buy. A Kodak could make money for him. Kodak pictures help the breeder sell his animals by

mail. They help the fruit raiser get a contract for his products. They help the grain grower measure his season-to-season progress by comparing the stand of wheat, the effect of fertilizer and so forth.

All this is supplementary to the sentimental value that anyone places on pictures of his own family, his own home and his own work.

Concentrate on the farmer for a couple of weeks. Recognize the season of his prosperity by a window display that will make him stop his flivver right in front of your store. Fix up a special newspaper ad. Send out a sales letter.

Remember that Kodak ads appearing in agricultural journals each month form a backing for your own front-line efforts in selling Kodaks to farmers. And to help you further we're offering electros for newspaper ads (see page 11) and instructions for a window display (see Sept. page 8). Still further, we'll prepare copy for a sales letter if you'll only ask for it.

By all means get your farmers Kodak-equipped before they begin worrying about next season's hail, drouth and flood, worms, gophers and grasshoppers.



They 'Unts on 'Osses



"'Untin' is the image of war without its guilt and but five-and-twenty per cent of its danger," said old John Jor-

rocks, hero of a famous sporting novel.

And he was talking of fox-hunting, where horses and hounds do the work.

Few Canadian sportsmen wear the fox-hunter's pink coat and white breeches. The large majority of huntsmen prefer a khaki costume that fades into the foilage when they're after prairie chicken, pheasant or duck. Nor do they hesitate to hoof it all day with a

gun across the arm and eight pounds of shells in the belt.

This type of sportsman insists, however, that his equipment be light and easy to manage. If he carries a camera he wants it to be a Vest Pocket Kodak.

Perhaps some hunters don't realize that they can add photography to their fun without adding a pound to their kits. Spread the word among them and you'll sell Vest Pocket Kodaks. Recommend the Kodak Anastigmat *f.7.7* or *f.6.9*, because the hunter-camerist will want enlarged pictures of his sport.



Sailing and Selling

Why is a good salesman like a good skipper?

'Cause he knows how to manage a sale.

Not too good a pun, but it does make a point.

The salesman can tell from "which way the wind lies" just how the customer's desire runs and he sets his sales talk accordingly.

He trains himself to watch for every favorable puff to help his argument along. He learns how to handle his craft when the gale is against him and how to ease around obstacles.

First off, as he greets the customer, he must think quickly and try to discover in which direction the desire points. If there isn't a ripple to indicate, he must make some suggestions—shift his can-



vass—until he gets an encouraging response.

Right there, the indifferent salesman makes a mistake—he doesn't watch carefully the effect of each suggestion on the customer. He doesn't find out which way the wind lies and he's likely to start off on a wrong tack.

When you present a Kodak at the counter and begin your talk, don't forget to glance frequently at your customer's face. The Kodak is all right—the customer's face may not be.

There's where indications of approval or disapproval first appear. And, like ripples on the water, they are sure signs. Once you catch a favorable breeze and are sure where the wind lies, you can spread your canvass and enjoy a sale.



Timely Ads Appearing Soon



Take a Kodak with you

And then as you press the button, the story that the happy hours hold is yours for the years.

Autographic Kodaks \$6.50 up.

At your dealer's

Canadian Kodak Co., Limited, Toronto

This timely appeal reaches numerous Kodak prospects through October Issues of *Saturday Night* and the *Family Herald* and *Weekly Star*.

A Kodak advertisement appearing in October Issues of *MacLean's*, *Canadian Home Journal*, *Western Home Monthly*, *Saturday Night*, *Family Herald* and *Weekly Star*, *Le Samedi* and *La Presse*.



Kodak on the Hunt

There could be no more interesting trophies of the trip than clear, clean-cut pictures—the kind a Kodak makes.

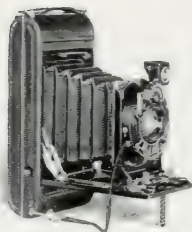
Any Kodak is compact to carry. Some are small enough to wear.

Autographic Kodaks \$6.50 up.

Canadian Kodak Co., Limited, Toronto



There Are Reasons



Because it combines the picture-making capacity of its popular predecessor with the convenience and smartness of the new style *Specials*, we're making quite a fuss over the 1A Autographic Kodak *Special*.

Smaller, lighter and better looking than the previous model, itself a favorite camera, the 1A *Special* ought quickly to become the fashion in fine photographic instruments.

Kodak Anastigmat lens *f*.6.3, Kodamatic shutter with speeds to 1/200, automatic diaphragm scale, Kodak Range Finder, worm focusing screw—these make excellent pictures easy to get.

Every salesman knows that 2½ x 4¼ is the right size and that there have been advance inquiries for a 1A *Special* designed like the No. 2C. And here it is.

While our advertising of the new *Special* will be extensive we can hardly expect to reach all the prospects in your community. Nor can we place the instrument in their hands. You can.

A Folder Instead of a Stuffer this Month



Your
Kodak Album

The above folder will be supplied in quantities, on request.

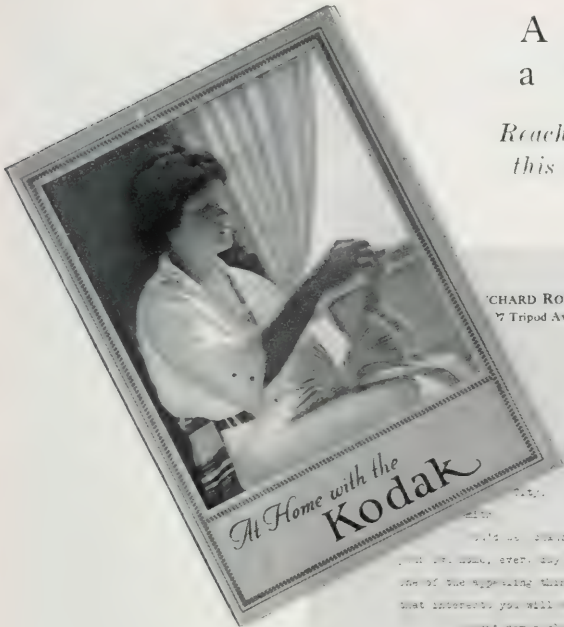
By this time of year every amateur has a considerable accumulation of summer prints stored in dresser drawers, stationery boxes or in the original delivery envelopes. They'd all be better off in albums.

In selling an album don't talk about material and workmanship exclusively. Tell the customer what the album will do for him. Tell him that it will protect his prints from breaks, bruises and finger marks. Tell him that he'll enjoy his pictures more when they're neatly arranged on its pages.

To help you drum up album business we're offering a four-page folder, more elaborate than the usual envelope stuffer. It urges the album idea in general, mentions the Westminster in particular. Reach the right people by placing one of these folders in each amateur delivery envelope.

There's a good profit on albums and they also make customers for trimming boards, dry mounting tissue and print rollers.

Make this month album month in your store.



A Scheme for a Fall Campaign

*Reach your prospects through
this letter-and-booklet plan*

RICHARD ROWE & COMPANY
7 Tripod Ave., Dayton.

July 17, 1928

Now is the time to circulate "At Home with the Kodak" and we've got a new edition ready for your use. While it is primarily an advertising booklet, it contains also some photographic instructions that make the reader want to get a camera at once and try them out.

Counter distribution is better than none, to be sure, but "At Home with the Kodak"

with
it's so simple, but produces right around
and at home, every day if you wish. That's
one of the appealing things about photography -- anything
that interests you will make an interesting picture.
Just now a glimpse of out-looking the yard
fenced, practice on the recent lot, the children in
their school bags, the hunter cleaning his gun -- any of
them will make a precious page for your home album.
The fun of photography and the pleasure of
possessing pictures that you made yourself are yours to
enjoy freely and inexpensively with a Kodak.
The good is in "At Home with the Kodak" --
your copy enclosed. Be sure to read it. Then let's talk
it over at the counter.

Cordially yours,

Richard Rowe

Kodaks and Eastman Supplies

is especially effective when mailed with a sales letter to Kodak prospects. Perhaps the one above will answer for you. If not we'll gladly draft one if you ask for it and outline your requirements.



The sign among the deserted toys in the foreground says,
"They're having their picture taken."

The Display Window

The window above will attract the attention of everyone, especially that of parents and youngsters. It should show itself for at least one week to people who pass your store on their way to work and to school.

The foreground represents a small plot of land through which a gravel path runs. The children's abandonment of the doll, dog and other toys is explained by the sign "They're having their picture taken."

Moss for the lawn, toys for the foreground and paper suitable for

the background are easy to obtain. Perhaps you have an enlargement similar to the one used above. at any rate you doubtless have negatives showing youngsters photographing youngsters or parents photographing children. From such negatives you can make your own enlargements just the size you require.

Child pictures are frequently used in our national advertising. "Keep a Kodak Story of the Children" is a slogan that is constantly before the eye of the public. This window, therefore, ties up well



This display embodies two "reasons why."

with a very considerable volume of Kodak advertising in magazines and farm publications.

There is a double barreled appeal to the display shown above and it is founded on fact too, for many amateurs have used their Kodaks to real dollars and cents advantage as well as for pleasure.

Examples of both phases of Kodak photography are presented in this window. Contractors, farmers and realtors find their cameras of genuine business value. Choose

other examples if these are not quite appropriate for your community.

Pleasure pictures for display are easy to get, of course, by watching the best negatives that go through your Finishing Department.

The steps on which the Kodaks are displayed are draped with green cloth and the background is green crepe paper.

A hand-lettered sign which reads "Your Kodak is always ready for business—and pleasure" points the two reasons why.

The September *Trade Circular* offered a Kodak Film Hanging Bracket sign for your store front.



The Kodak display at the Canadian National Exhibition.

Proof Positive

1,493,000. Such are the official attendance figures for this year's Canadian National Exhibition, held at Toronto, August 25 to September 8. Hundreds of thousands of these people from all over Canada, the United States and overseas, visited the Kodak Booth during the two weeks of the world's greatest annual fair, and of these hundreds of thousands of visitors, 99 in every 100 evinced the keenest kind of interest in the attractive display of enlargements.

The enlargements were from amateur negatives and the attention they received confirmed us—if we needed any confirmation—in the belief that the greatest unsatisfied want among amateur photogra-

phers is for large pictures from their small negatives.

Half an hour at the Kodak booth any time during the Exhibition would have sufficed to convince you of this fact and to make you enthusiastic over the opportunities for increased business that the desire for large pictures from small cameras presents.

And the reward of your enthusiasm in this direction is not only found in a highly profitable increase in the output of your finishing department, but also in further sales of film and photographic supplies that naturally follow because of the added interest in photography that large pictures create.



Try It Yourself

Hand on doorknob, the old doctor said: "Let me know if that medicine does any good. I'm troubled with rheumatism myself."

The story is one man's but the moral is anybody's. To keep the confidence of patients or clients or customers one must speak with assurance bred of experience.

At the Kodak counter particularly, the salesman is called on to supply, and has daily opportunity to offer advice that will help his customers. First of all, however, he must have a good working knowledge of his game.

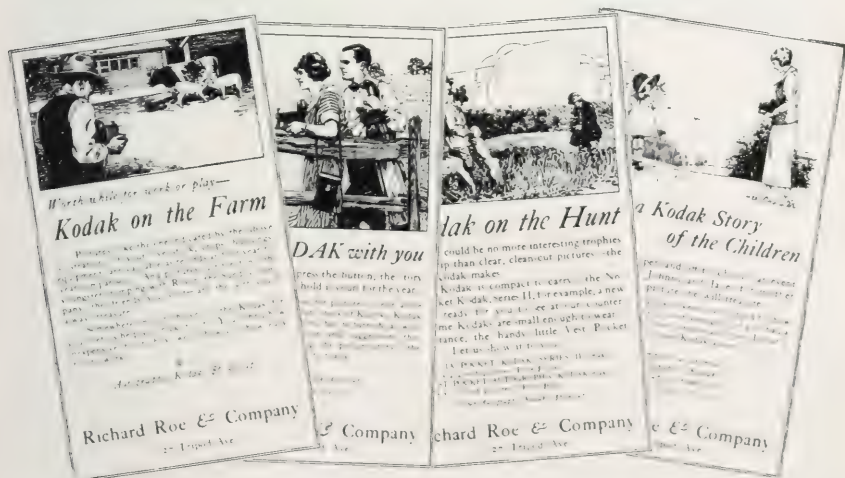
Week-after-week practice in picture-making is the very essence of photographic salesmanship. The use

of the camera teaches the how of photography in a hurry. Sizing up the subject, estimating the distance, selecting the speed and stop—it's all valuable training for your job.

You ought to be familiar with every model of camera you sell; know how it operates, the kind of negatives it produces, the advantage of its conveniences, what its best features are. Then you'll be able to punctuate your sales talks with references to your own experiences in picture-making.

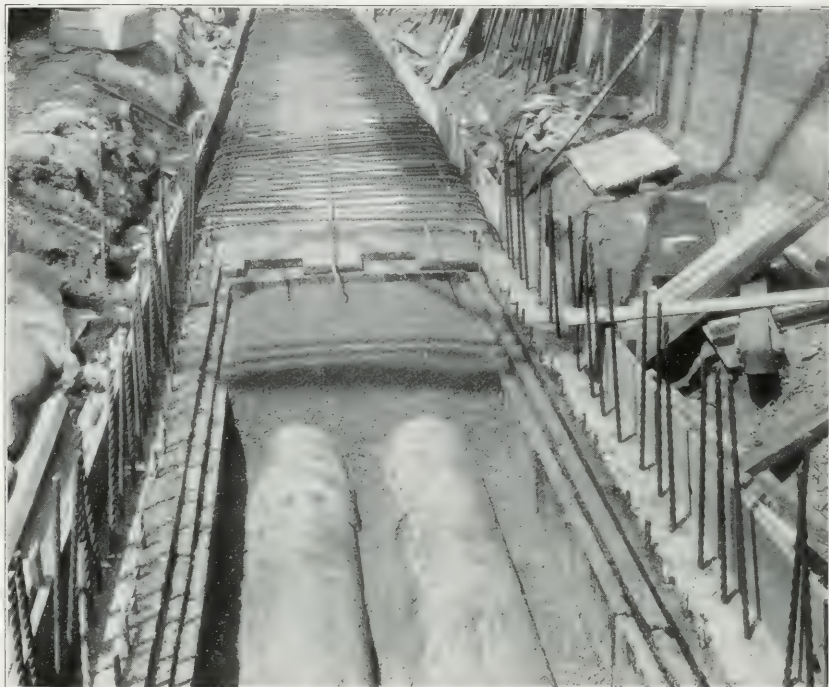
Get a name for being a specialist and you'll get an increase in trade. Customers come through for the fellow who knows his game, but guessers don't get very far.

Timely Ads to Make Fall Sales Rise



The above electros are good for your local newspaper in October and November. Their order numbers, from left to right, are:

2 col. x 7 inches, complete	69A	68A	70A	71A
1 col. x 6 inches, complete	69B	68B	70B	71B
2 col. illustration only	239A	240A	214A	221A
1 col. illustration only	239B	240B	214B	221B



Kodak Park brine mains insulated with cork in a concrete box.

Refrigeration Via the Underground Route

Whatever the weather outdoors it's never too hot or too cold in the great rooms where film is sensitized and handled at Kodak Park. They are kept at uniform temperature and humidity by a constant supply of conditioned, clean air. Conditioning the air is an extra precaution to safeguard the uniform quality of the "dependable film in the yellow box," yet it is an extra that requires the output of refrigeration plants whose total capacity is sufficient to supply the daily needs of a big city.

Refrigeration produced by these plants is not in the form of ice.

however, but of cold brine. Its temperature is brought down to about 10 degrees Fahrenheit in huge coolers. Strangely enough, these coolers look like boilers, but they boil ammonia and reduce temperature instead of raising it.

The cold brine is pumped through the coolers into insulated mains. From these mains it is circulated in smaller pipes through the rooms where cooling or elimination of moisture is needed and then it comes back to the pumps by return pipes, to be re-circulated and again cooled. Thus the brine is used over and over again.



Some idea of the size of the whole system may be gained from the fact that it contains about 150,000 gallons of brine, and that nearly a mile of mains, 10 to 16 inches in diameter, comprises the circuit.

Several more refrigerating machines have recently been added at Kodak Park and the picture opposite shows how the big mains that carry away the cold brine were installed.

They were laid with welded joints in an underground, rectangular, concrete box, lined with sheet cork. Granulated cork was packed around the pipes. A layer of sheet cork, a waterproofing cover of tar paper and a concrete slab form the top of the box which, incidentally serves as a roadbed for part of Kodak Park's railway system.

As similar measures to safeguard the quality of the Kodak sensitized products made in Canada for the Canadian trade obtain at Kodak Heights, the above, which is re-

printed from an article in the September Salesman, published by the Eastman Kodak Company, will interest many of our readers.

Kodak Heights refrigeration system is modelled on the lines of that installed at Kodak Park. Although small in comparison, the Plant is of large proportions, the capacity being 495 tons daily. With 25 pounds per day as the ice requirements of the average household, this would be sufficient for 39,600 homes—a large city.

But the refrigeration produced by this plant takes the form of cold brine, which is carried in 6 and 8 inch mains through underground tunnels to the departments where Kodak film and other sensitized Kodak products are manufactured and handled.

And the purpose of refrigeration is to safeguard the quality of these products—to secure and maintain just the degree of temperature and humidity that is ideal for their manufacture.

Need an Advertising Plan?

A planned-in-advance series of newspaper ads is sure to pay better than a succession of the disjointed kind. But perhaps you haven't time to work out the details of such a scheme. Then load the job onto our advertising staff. Ask for a complete plan of an autumn newspaper campaign for your Kodak department.

Tell us the size of your newspaper space and how many times each week from now until December you'll use it for Kodak advertising. We'll build a plan that exactly fits your requirements.

You'll receive copy, cuts and printer's layouts, ready to send to the newspaper office. The copy will recognize appeals that promote interest in picture-making during fall months. And the campaign will be flexible, easy for you to control.

To users of this service we can also supply suggestions for window displays that time with the newspaper ads.

It's a simple way for you to get a live newspaper campaign prepared by professional advertising men. Now read the second paragraph again. It's important.



Here's how Darmstaetter's, adapted a Kodak Salesman display idea and devised a newspaper ad to connect with it.

In Other Stores

Norman Shalet, of the Ideal Photo Service, New York, recently broadcast an address on amateur photography from Station WOR, Newark, N. J.

A woman lost her automobile and Kodak by theft. So she demanded that Kurtz & McConnell, from whom she'd bought the camera, replace it. Her request was unreasonable, of course, but Mr. McConnell managed the matter by saying that

if the automobile dealer gave her a new car his store would come through with a new Kodak.

Walter Holderread, dealer in Litchfield, aimed a Kodak display at automobile owners by building a background of motor car advertisements in front of which an assortment of cameras was arranged. A prominent sign said, "No matter what make of car you drive, a Kodak should be part of its equipment."



For Autumn Skies and Landscapes

Much of the splendor of the autumn skies and landscapes that so delight the eye can be recorded with any Kodak or Brownie. A Kodak Color Filter or Kodak Sky Filter does the trick.

The Color Filter holds back the blue and violet rays and gives the greens, yellows, browns and reds time to register on the film. Photographed that way, the various hues found in a wooded hillside, for example, retain in a measure their relative strengths.

The Kodak Sky Filter cuts out part of the blue haze and makes

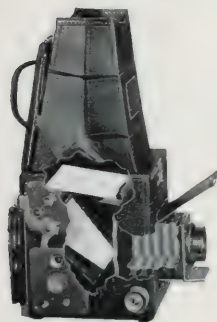
clouds appear in contrast to the clear sky. No correction need be made for the exposure of foreground objects as only the top half of the filter is dyed.



Kodak Sky Filter.

Suggest these interesting accessories to customers of your finishing counter. They're as easy to use as a Portrait Attachment and they ought to be as easy to sell.

New Life in the Graflex Line



A cut-away view of the Graflex, Series B.

Bow you head a moment for the Auto Graflex, Revolving Back Telescopic Graflex and Revolving Back Graflex Junior. They are discontinued and in their stead new models reign — Graflex, Series B, and Revolving Back Graflex, Series B.

Thousands of the old cameras are in use, to be sure, and will continue to serve their owners as long as the finest materials assembled by skillful craftsmen hold together.

In the new models are found basic features of the old, plus improvements that give fresh life to the Graflex line.

Unity and co-ordination are the first attributes of the Graflex, Series B, and Revolving Back Graflex, Series B. They are built around the Kodak Anastigmat *f*.4.5,

the only lens supplied. Their design contemplates the use of no other.

With the new cameras there is no danger of the photographer choosing an inferior lens and charging unsatisfactory results to the good Graflex name.

Another consequence is that the construction of the focusing section of the new models differs from that of their predecessors. The lens is fitted in a permanent, rigid mount instead of in a removable board. This permits a smaller lens standard, travelling on a single, wide metal track. A smaller section, instead of the whole front panel, responds to the focusing knob.

The Graflex, Series B, is made in the $3\frac{1}{4} \times 4\frac{1}{4}$, 4×5 and 5×7 sizes. The Revolving Back Graflex, Series B, is made in the $2\frac{1}{4} \times 3\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 sizes. Prices are the same as for the previous models except in the case of the $2\frac{1}{4} \times 3\frac{1}{4}$ Revolving Back Graflex, Series B, which is \$78 whereas its predecessor, the Revolving Back Graflex Junior, cost the consumer \$84.



Ten Minutes with the Boss

"Lots of letters belong in the dead letter office even prior to the postage stamp," volunteered Sam. "They haven't any life at the start."

"You're right, Sammy," replied Mr. Clark, "I don't know why it is but as soon as some people write a selling letter they immediately put on a silk hat, patent leather pumps and evening clothes. They become formal, stilted, unnatural, where the one thing that any selling letter demands is the tone of sincerity. It always seemed to me that a letter selling a camera, let us say, ought to be phrased much as if the customer were in the store and you were talking to him over the counter. In any event there's no sense trying to sell on stilts."

"Speaking of direct-mail, Sammy, I've always felt that it should supplement and support our newspaper advertising—at least as far

as we are concerned. In other words, our newspaper advertising comes first and then to back it up and reinforce it, our direct-mail campaign."

"And I'm not underrating the value of direct-mail—no, sir."

"In the first place, Sammy, direct-mail allows you to particularize your appeal. Instead of talking to a crowd, you can talk to a selected group in that crowd—to motorists, children, sportsmen, and the like. Our finishing list gives us the names of people who already own cameras and as such offer a perfect market for photographic sundries—and we reach them without waste."

"In the second place, we occupy the whole stage for the time being. Unlike a newspaper, our message is all the customer holds in his hand and if he reads at all he reads what we want him to."

"Direct-mail offers real possibilities, Sammy. Given a live list and the right kind of copy, any dealer is ready for results."

October Kodakery

The October Issue of Kodakery offers an especially interesting assortment of reading.

"The School Bell" forecasts the future value that will attach to pictures of this year's primer class.

Mr. Middleton and his Graflex describe the Screech Owl's bringing-up. Joe and Jerry get excited and lose a picture.

"Consider the Shadows" suggests time exposures for certain outdoor subjects. Another article tells how to avoid over-exposure in distant views.

A column of paragraphic suggestions which aim to help your customers improve their pictures is a new feature this month.

*Selling only what's asked for
is like shooting at a decoy—
it's a sure thing but there's
no sport in it.*

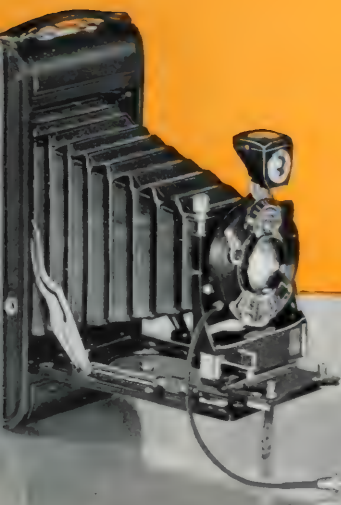
*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

November 1923

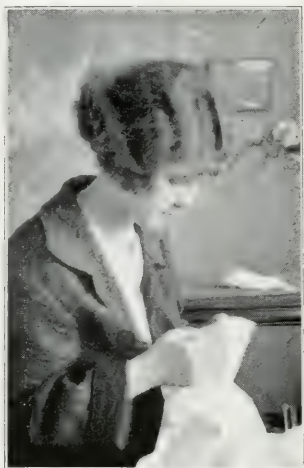


PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



*The minister remarks, while
rescuing his bicycle from the
belfry, that Hallowe'en is
over and the brightest minds
in the village have nothing
to do until April first.*

MORE THAN ONE man has fallen and failed in business because there were weaknesses in his business armor—weaknesses which might have been plugged by a greater effort to master his subject—to round out his equipment.



With Portrait Attachment

From a negative made "close up" with a Vest Pocket Kodak *Special* plus a Kodak Portrait Attachment. The picture below of the same subject was made with the same camera, without the Portrait Attachment.

Kodak Close-ups

Slip a Kodak Portrait Attachment over the regular lens and your Kodak is brought into sharp focus at close range.

You are then ready for informal portraits, for close-ups of flowers and of other objects too small to dominate the picture when photographed in the ordinary way.

*Kodak Portrait
Attachment, 75 cents*



Without Portrait Attachment

Canadian Kodak Co., Limited, Toronto

The opening gun of a new campaign. See page 8.

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

November, 1923

No. 10

How to Sell Enlargements

Every enterprising dealer recognizes the sale of enlargements as an important factor in the prosperity of his Kodak department. He respects the enlarging business as a producer of handsome profits. He knows that it helps to keep the daily finishing a volume up to the Monday mark.

Seldom, however, do dealers work the enlarging business for anywhere near its full worth.

Why?

Perhaps it is that many dealers do not know the simple practices that have been applied successfully by many an enterprising dealer.

One plan that we can unhesitatingly recommend is that of the selected negative. This plan has its inception in the Finishing Department, at the printer or on the sorting table. There each negative that is sharp enough to make a detailed enlargement is so designated that the salesman at the Kodak counter in the store will recognize it as a cue for a sale.

Perhaps the most popular way to operate this plan is to place the selected negative in a thin envelope, on which is printed some such comment as the following:—

“This negative is of choice quality and will make a splendid

enlargement. Inquire at the counter for prices and sizes.”

The contact print should also be enclosed because the customer can visualize the proposed enlargement better from the picture than from the negative.

The “choice negative” envelope may be fastened with a rubber band to the delivery envelope that contains the remainder of the customer’s work, or it may be slipped inside and the outside of the delivery envelope plainly marked so that the salesman may know that among the contents is a negative from which he is expected to sell an enlargement.

Another method is to clip to each suitable negative a printed slip bearing copy similar to that previously suggested. The envelope idea is preferable, however, because it cannot damage the film and it can be placed outside the delivery envelope, sure to be seen.

Whichever you use, envelope or clip, and, whether it is supplied by you or your finisher, it should carry your firm name. Then, if the customer doesn’t act on the suggestion until several weeks later, you will get the business.

While any sharp negative will make a technically good enlarge-



ment, it is inadvisable to urge the idea when the subject itself is not likely to interest sufficiently the person who made the picture. Negatives of people, landscapes, pastimes and pets promise the most returns.

A routine practice is easily established at the counter where developing and printing orders are delivered to the public and right there your intention to sell more enlargements will either survive or perish. *Every negative selected by the Finishing Department should be taken from the envelope by the salesman and shown to the customer when he calls for his work.*

That's the time to get the enlargement order—before the negative ever leaves the store.

At that moment the customer's attention is centred on the results of his last roll of film and he is sure to listen with pride as the

salesman praises the excellent quality of one of the exposures. Furthermore, the subjects themselves are still of current interest to him and worthy of a big print. The negative that gets home, however, is hard to retrieve.

This plan to promote the sale of enlargements has this to commend it. It is simple and direct, calls for no extra help and will almost manage itself.

It is a practical method for the dealer who operates his own finishing department and for the one who employs a commercial finisher—the co-operation of the finisher will be easy to secure.

And remember this, it is a plan that has been operated with *success* and *profit* elsewhere.

Try it out at your Kodak counter. The steady sale of enlargements will bring in dollars that aren't getting into your sales sheet now.

New, for Your Use

Printers are working on the 1923 Kodak Winter Booklet. Order yours now, for delivery when ready, so that you'll be sure to get a supply in time for advantageous distribution by mail and at the counter. If you want copy for a sales letter to send with the booklet, ask the advertising department.

A new edition of the 1923 Graflex catalogue, revised to September 1, is just off the press. It describes the Graflex models that have been announced since the earlier edition.

A booklet that will help you to interest your customers in enlargements is entitled "Large Pictures from Small Cameras." A new and

up-to-date edition has just been printed.

Your Kodak department's program for the next few weeks ought also to include the distribution of (1) "At Home with the Kodak," by mail and at the counter; (2) Album leaflet (offered in October KODAK SALESMAN), through amateur delivery envelopes; (3) Portrait Attachment leaflet (see page 9), through amateur delivery envelopes and at the counter.

October and November *Trade Circulars* offer electros of dealer advertisements especially prepared to take advantage of autumn sales opportunities.



Kodakery Has Its Tenth Birthday This Month

BEGINNING with November, 1913, *Kodakery* has carried a cheerful monthly message to consumers of the goods your counter sells. It encourages picture-making and guides the amateur along the paths that provide him the most pleasure. But while its purpose is educational, it sheds no tear and points no moral. Its entertaining character is more than incidental.

Kodakery has succeeded. It never would have reached the auspicious age of ten had not it proved well worth the tremendous sum of money it costs each year. It creates business for stores that appreciate its value and send in the coupon every time.

In spite of its age, *Kodakery* preserves its youthful spirit easily. New devices, new processes and new applications keep picture-making ever on the high road, and *Kodakery* has only to chronicle its progress in an interesting way.





Free Ads for Photography

When the learned gentlemen who prepare the advertisements for Colgate's Handy Grip Shaving Stick wished to prove how easily a re-fill is inserted, they demonstrated the simplicity of amateur photography.

Indirect advertising of this sort bobs up every now and then in magazines and newspapers. A recent two-page color display for a motor oil showed a girl photographing an automobile party; Hart, Schaffner & Marx frequently show cameras in their clothing advertisements.

While such publicity may have little influence on Kodak sales at your counter, it does indicate that amateur photography is recognized as one of the public's popular interests to-day. Otherwise it wouldn't be used to help advertise products with which it is not naturally allied.



It Tells What to Photograph, and How

Vacations are over, folks are back from the lake, youngsters are in school again. The household is once more the hub of the family's activity.

"At Home with the Kodak," the little booklet that points out the chances for pictures on the home grounds, is always timely for this season. But the coming Portrait Attachment campaign gives it additional value. The ads say: "Ask your dealer or write us for a free copy of 'At Home with the Kodak.' It describes Kodak portraiture in detail."

It's up to you to get a supply of

booklets from the advertising department. Better order them now so that you'll have them on hand before the first Portrait Attachment ad appears.

Rather than waiting for people to request copies at the counter, why not send "At Home with the Kodak" by mail, with a sales letter as suggested on page 7 of the October KODAK SALESMAN? We'll furnish copy for a letter if your order states that you're planning a mail campaign, to tie up with the Portrait Attachment ads. Of course you want to tie up, and that is the logical way.



Heap Much Business in Indian Summer



They were wise old sachems who decided that the Indian should have his summer at about this time of year, when the weather is cool enough for folks to enjoy themselves comfortably.

Old woman's summer it is called in Germany. In England St. Martin's summer is a similar season. And even in Siam the native knows that winter is far off and that he needn't add any foliage to his costume for a while.

Under whatever name it occurs, everybody likes Indian summer. Then nature is at her best—a richer color in the woods, a livelier tang to the air. On the farm it's time for

cider and pumpkins and in town they're organizing another golf tournament.

The changing season furnishes new interests, so that there are pictures galore to be made. November is a good Kodak month.

Another glorious idea that the old Indians had was that if anyone wished to make "big talk" he ought to have something big to talk about. And you have. While the Kodak Portrait Attachment is small in size, it looms large when supported by an advertising campaign of such magnitude as the one described on page 8.



A Winner by Several Lengths

Two psychologists, who undertook some time ago to measure the public's mental preference for particular brands among 100 commodities, have now published their findings in a volume called "The Leadership of Advertised Brands."

The test was performed during 1920 and 1921 among 512 men and 512 women in fifteen widely scattered colleges. Each student was given a list of 100 commodities, such as flour, bacon, automobiles, etc., and asked to write down the manufacturer's name or brand that came quickest to his mind when each general commodity was mentioned.

The authors arranged their data to show three different qualities of leadership for the most popular brand in each field. In every one of these three qualities, Eastman headed the list, indicating that the

names "Eastman," "Kodak" and "Brownie" lead the camera field by a wider margin than any other manufacturer or brand leads its field.

Specifically the tests showed that:

(1) the leading brand of camera was mentioned 88 times as often as the name of the next best known camera;

(2) of the students who mentioned some brand of camera, 94% named the leading brand;

(3) of all the students, including those who named no brand of camera, 88% mentioned the leading brand.

Proof of such overwhelming preference for one manufacturer's products is interesting to the retailer because it indicates that the average prospect decides on an Eastman before he decides anything further about a camera.



The Biggest Acc



Close-ups with your Kodak

So a Kodak Portrait Attachment, with its regular and wide-angle lenses, gives you the same sharp focus as the range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes.

Kodak Portrait Attachment, with its regular and wide-angle lenses, gives you the same sharp focus as the range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes.

Canadian Kodak Co., Limited, Toronto

This advertisement, showing one subject photographed with and without the Portrait Attachment, appears in the October 27 *Saturday Evening Post*. Keep a copy at the counter and in the window.

Other ads similar in form are scheduled for November *MacLean's*, *Canadian Home Journal*, *Western Home Monthly*, *Saturday Night*, *American*, *Red Book*, *Cosmopolitan*, *Life* (15th) and *Photoplay*, bringing the circulation of the Portrait Attachment campaign up to a very large total.



Amateur photography is so inclusive that it's a good thing now and then to give one phase of it the centre of the stage, turn on the advertising spotlight and let the public see picture-making from a new angle.

The coming campaign, the biggest that has ever backed a photographic accessory, is certain to sell Kodak Portrait Attachments. But that's only half the story. Publicity for the single, specific kind of pictures is publicity for Kodak photography in general. It will get new attention for the whole field of picture-making by praising just one of the little by-ways that offer added pleasure to Kodak owners.


"At Home with the Kodak" is referred to in the ads and is an important part of the plan.

Active co-operation on your part will make this campaign sell Portrait Attachments to people who own cameras, and Kodaks to those who don't.

A suggestion for a home-made display card, with the Attachment itself fastened alongside a sample of what it will do.

Kodak
Portrait
Attachment

Price
25



Close-ups with your Kodak

So a Kodak Portrait Attachment over the regular lens and, without interfering with the camera's practical range, gives you the same sharp focus as the range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes.

At Home with the Kodak, with its regular and wide-angle lenses, gives you the same sharp focus as the range of angles, distances, and subjects which a Kodak camera takes. You are free to take pictures of subjects in the same plane, ready, as well, as a range of angles, distances, and subjects which a Kodak camera takes.

It's the kind of finishing you want

Richard Roe & Company
1027 Third Ave



ery Campaign Yet

To harness the national advertisements and make them pull for your store, exploit close-up photography for all it is worth. While the Portrait Attachment is one of the amateur's favorite accessories it merits still more popularity.

In addition to portraits it's just the thing for photographing flowers, laces, dishes, silverware, bric-a-brac and other objects too small to dominate the picture when snapped at usual distances. And the Kodak Diffusion Portrait Attachment makes possible a soft effect that adds to the artistic quality.

Now is the time to put over the close-up photography idea—to keep cameras from going into storage and to keep sales from dropping off with the autumn leaves.



For the Kodak
or Diffusion
75c

Make "Close up"
Pictures with a
Kodak Portrait
Attachment

This newspaper ad, for your use, tells an important part of the story—there to go for Portrait Attachments. Its numbers are: 2 col. x 7 in., 35A; 1 col. x 5 in., 73B; 1 col., illustration only, 35A; 1 col., illustration only, 365B.

Here's an attractive pamphlet telling what the Kodak Portrait Attachment and Kodak Diffusion Portrait Attachment do. It's for you to hand out at the counter and enclose in amateur delivery envelopes. You'll get as many as you'll use, by asking the advertising department.



Made with Kodak and Kodak Portrait Attachment

Kodak Portraiture



Get the customer to handle the Pocket Kodak, Series II, and learn for himself how convenient the self-erecting front and the focusing lens mount really are.

True, Except the Name

Flushed with his victory over the college exams, John MacArthur stepped off the accommodation train into the raw, unpainted village where he had elected to become first pharmacist.

He looks up the townsite owner and while wandering with that geyser of optimism among the survey stakes John kicked up a dollar bill.

"I'll take this lot," said he. "It's a lucky location."

The afternoon train carried his confirmation of an order previously placed with an Eastern wholesaler.

Next morning three teams of half-broken range horses were digging the basement for MacArthur's Pharmacy.

John had pep galore.

Three weeks later, while the

carpenters were finishing up, he was busy marking goods. For his cost code he chose *comeandbuy*—another symbol of success, thought he.

Business boomed. In a few months another pharmacy opened—there seemed to be trade for both. Three years they prospered, the two rivals whetting their keen energies on each other.

Then the second store sold its building, packed its stock and pulled out for another new town.

John MacArthur was left with everything his own way once more. Looking forward to many years of splendid profits, not divisible by two, he became the crafty custodian of prospective riches.

"What's the use of advertising for business that has to come to me anyway?" he asked himself and got the wrong answer.



Six months later his weekly sales were less than they had been during competition. The figures for the next half-year gave him another start. But he could have learned even more from a look around the store than he did from his ledger on July 1.

His stock had fallen into disarray. A display of formaldehyde lingered in the window although the wheat-treating season was two months past. And in the village newspaper John's advertisement still told the public that "Spring is the time to get rid of the gophers. Buy your poison at MacArthur's Pharmacy."

John had been asleep. Not even the crash of his toppling profits woke him up. People were going into the Northwestern Trading Company's tin-brick building to buy things they should have got from MacArthur had they but known it.

His conclusion was that folks didn't want drugstore goods any more and that he ought to liquidate. He tagged his wares at closing-out prices, catalogued a flock

of them on a newspaper page, mailed handbills to the country-side and was almost disappointed because people bought so eagerly.

After two weeks he loaded his fixtures and the remainder of his stock into a boxcar and moved to a bigger town in a neighboring province.

There he had the fight of his life for a couple of years. He borrowed on everything but the fillings in his teeth. It was hard to get business away from live rivals. But his competitors inspired him with energy and fresh courage and today he prospers.

Now John MacArthur will tell you that no store can subsist on unsolicited business, that the profit comes from suggesting to the community the things it ought to be buying.

Left to his own imagination the average customer will purchase food, clothing, shelter—a minimum of each. Urged by active salesmanship and advertising he sees all sorts of things that he needs and he buys some of them.

Another Camera for the Hunter

Hunting season, here now, is the prime time of year for many men. They look forward to it all summer and look back on it all winter. Wherever you find that sort of enthusiasm you'll find opportunity to sell Kodaks.

In talking it up to the hunter the question is not, "Have you a camera?" but "Have you a Vest Pocket Kodak?" For even the fellow who already possesses a larger model is a prospect for the

V. P. K. This little camera requires no more room than a can of tobacco—smallness and lightness easily elect it to the hunter's kit.

You can get names of hunting license holders from the friendly game warden. Why not write to each one and say that he'll enjoy his hunting trip for months to come if he takes plenty of pictures? Suggest the Vest Pocket Kodak. We'll supply copy for the letter if you'll ask.

"About Lenses" is a booklet that will help you sell the Kodak Anastigmat. Ask for your copy.



A display that shows "how it's done" is always interesting.

November Displays

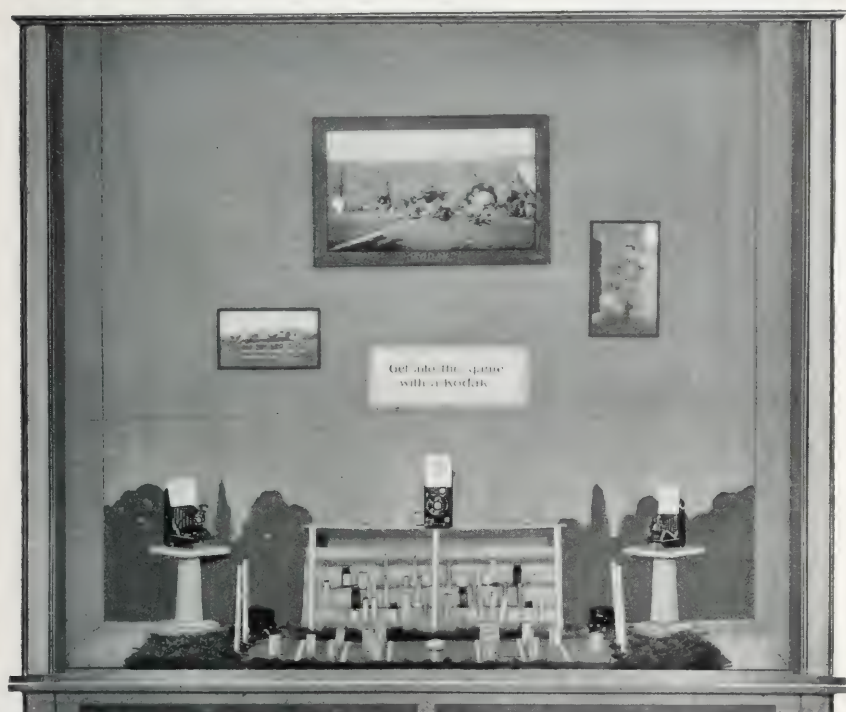
People are reading and hearing about the Kodak Portrait Attachment and they're anxious to learn how it works. The above window shows the stage all set, ready for the subject to be seated.

Ribbons indicate the angle that the lens includes. The Portrait Attachment is in place, of course, and the camera is at the proper distance from the chair.

A background of white, to represent the wall of a room, is broken by a window frame made of 4-inch light lumber with $\frac{3}{4}$ -inch strips to sepa-

rate the panes. Home atmosphere is suggested further by a rug on the floor.

In the chair is a November magazine open at the Portrait Attachment page. The sign below says, "With a Kodak Portrait Attachment you can make pictures within arm's length of your subject." At the right of the tripod is a home made display card, suggested on page 9 of this issue of the KODAK SALESMAN. A sign nearby says that "At Home with the Kodak tells you how. Come in and get a free copy." Several of the booklets are open



A display connecting Kodak with a popular interest.

to the pages describing Kodak portraiture.

Opposite is a timely display for this month. A display built around some activity that people are interested in *this week*—that's the formula for timeliness in the window.

The football window's background is lavender crepe paper with a simple cut-out of trees. The grandstand is of cardboard, heavy enough

to support the crowd of photographic chemicals. A grass mat forms the floor; the playing field is green paper marked off with chalk.

Eleven No. 121 films comprise each team, 6-exposure red-lettered boxes playing against 12-exposure blue-lettered boxes so that the opposing sides have different suits. A piece of brown soap is easily shaped into a miniature football.

“Selling Kodaks and Supplies” reviews the information that you need for successful photographic salesmanship.

Write for your copy.



The fact that his town, Effingham, Illinois, is on the Old National Trail, now a concrete highway, suggested a splendid display idea to Harry A. Underriner. The floor is wall board, the background a wall paper panel.

In Other Stores

The Ault Camera Shop, sells an average of ten 8 x 10 framed enlargements every day at \$1.25. During March this store sold 400 enlargements by the obvious and common method of calling customers' attention to negatives from which good enlargements could be made.

The Kodak dealer who regularly uses the newspaper ads prepared by our advertising department has this to say about the effect of the advertising on his business.

"Our Kodak business is better than it has ever been. We are selling so many supplies, etc., that we had to wire an order to you this week. The developing and printing business is bigger than ever also. The ads you send are run exactly on schedule and we are positive that they are really producing business."

What has been happening at your Kodak counter? Perhaps the incident would make an interesting item for this page. Send it along and let the editor be the judge.

When the staff of the Willerton Art Store, agreed to present a short stunt one evening during a local charity carnival they worked up such a hit that it had to be put on each night. A couple of well-known people were photographed in the daytime and the negatives projected to largesized Bromide paper. The paper, however, was not developed but was inserted in a big comedy camera. During the show, red lights were turned on and fake exposures were made of the two people who had previously posed for the snapshots. Then the Bromide sheets were withdrawn from the camera, tacked to the wall and washed with a sponge soaked in developer. Another sponge containing an acetic acid short stop was passed over them, checking the development. The enlargements withstood white light for several minutes and the stunt created no end of fun. The act was the hit of the carnival and is recommended by the Willerton Art Store to any dealer who is called on for a similar contribution.



N. C. or Autographic

When a customer wants film it's a good plan to ask him whether his camera has the autographic feature. Then you'll know which kind of film his instrument is supposed to use. That's the kind to sell him.

The necessity of stocking both N. C. and Autographic films is obvious. During the late years of the war and for a time following your shipments contained 25% of the former and 75% of the latter. More recently you have figured your own proportions for each size, with the exception of Nos. 116 and 120 each of which we know should be divided fifty-fifty because less

than half of the $2\frac{1}{4} \times 3\frac{1}{4}$ and $2\frac{1}{2} \times 4\frac{1}{4}$ cameras in use are autographic.

By whatever process you arrive at the ratio between the two kinds of film, your stock won't come out even if you give Autographic rolls to customers whose cameras call for N. C. It's well worth while asking whether the instrument has the autographic device.

In the case of Nos. 116 and 120, the half-and-half assortment will work out quite closely in any store unless Autographic film is sold for use in box type Brownies and other cameras for which N. C. film is expressly intended.

The Kodak in Industrial Photography

G. A. Chatterton, purchasing agent of the Madison-Kipp Corporation, Madison, Wisconsin, manufacturers of force feed fresh oil lubricators, writes:

Until we hit on the idea of using the Kodak and the Kodak Auto-Focus Enlarger it had been no small problem to obtain photographs of our product in actual service.

Now all of our representatives carry Vest Pocket Kodaks. When our service man starts off a new giant locomotive on its maiden run through the Rockies, he is instructed to "shoot" a film of the engine and the oil pump installation, and mail it in immediately. When one of our foreign representatives sees a tractor equipped with our device plowing through the fields of France, or perhaps India or Australia or South America, he "snaps" it, and we do the rest.

In the big power plant, the forge shops, automobile factories, engine works, steel mills, oil wells, on the farm, down in the mines, in the big ocean liners—North, South, East and West—the Kodak brings home the true story of what our product is doing, and how it is doing it. No other method could possibly accomplish this purpose for us.

Then, too, in our own plant we use the Kodak for photographing all the large and small parts, as well as the finished instrument. When the tool room turns out a new model or the laboratory runs a special test, we simply put a Portrait Attachment on a 3A Kodak, and take a "time" or a "flash," develop the film by daylight, enlarge the negative with the Kodak Auto-Focus Enlarger, and the picture is ready for the engraver, or for the salesman who is leaving in the morning.

At first there was much prejudice against the plan, because many did not realize that a little Kodak with an anastigmat lens will produce exactly as excellent results as the finest large cameras. As for operation, simple instructions in exposure are all that are required for our representatives to know, and the finishing can all be done by someone in our organization, who makes a little study of the matter. The saving in expense is another important item. The work that can be accomplished with the Kodak would be prohibitive in cost by the big camera method.

In addition to practically all of our catalogue, parts list and magazine advertisements, our house organ is profusely and splendidly pictured by way of the Kodak.



Ten Minutes with the Boss

Here's a story for you, Sammy.

When Barnum first exhibited General Tom Thumb, his museum became so crowded with people, prepared to spend the day that thousands of other interested persons and thousands of dollars as well were unable to gain admittance.

Barnum posted the exit sign conspicuously over the back doorway but the jostling crowds ignored it. Then the showman enlisted the services of his sign painter and a new placard went up over "Exit" and this one read "To the Egress."

In a museum filled with strange animals and exhibits, with equally strange names, "Egress" meant but one thing to a considerable portion of the crowd—another

freak—and they fought their way through the doorway and to the street outside, precisely where Barnum wanted them.

Now, Sammy, Barnum's problem was to get people out, ours is to get people in. His thought was an inspiration whereas, day in and day out, we can't count on a bolt from the blue, nor can we, of course, stoop to a trick.

However, I've often thought particularly with window displays, that if after the trim was finished the man who did the work should look at it critically with one query in his mind, "Is there anything here to bring the window watchers in?" various improvements would automatically suggest themselves.

In other words, Sammy, the window that says, "We sell Kodaks" isn't so good as the one that registers, "Come in and see the Kodaks we sell."

Read This Month's *Kodakery*

The foreground can detract from the picture just as much as the background can unless properly handled. "Managing Foregrounds" tells how.

There's a trick in getting sharp mirror pictures; it's revealed in this issue. "The Dartmouth Submarine" is illustrated with a comic double-exposure.

A pair of illustrations and the

story accompanying them explain a method of getting action into the picture.

The old time and modern way of telling the story are contrasted in an article by Madge Ellery.

The effect of an unclean lens is pictured and the relation between exposure and development is explained.

No Prize Beauty

“And,” interjected the romance-loving young lady listener to the tourist’s tale, “was the farmer’s daughter beautiful?”

“Well,” said the tourist, cautiously, “that ‘Picture ahead, Kodak as you go’ sign about a mile beyond their house didn’t refer to her.”

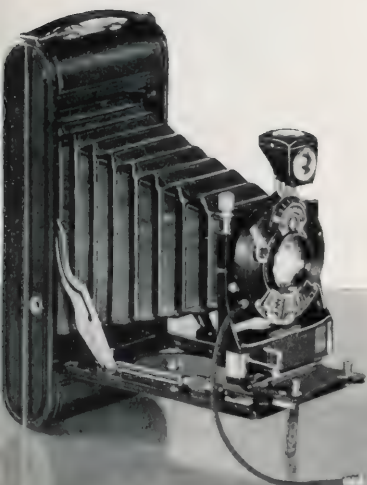
—*Connecting Link*

*If it isn't an Eastman
it isn't a Kodak.*

The KODAK SALESMAN

December

1923



PUBLISHED BY
CANADIAN KODAK CO., LIMITED
TORONTO, CANADA

*Losing one's temper usually
means losing a customer, too.*

Merry Christmas

That the bells of happiness may ring gaily
around your counter and within your home
is the KODAK SALESMAN's personal wish for
you this Christmas.



His Silent Partner

The **KODAK SALESMAN**

an aid to the man behind the counter

Vol. 9

December, 1923

No. 11

Christmas Presents and the Future

What will Santa Claus bring to our popular hero, John Doe?

John Doe; you say you can't just place him although the name is familiar. Which proves that he isn't one of your customers, that he hasn't figured in your sales book, that he hasn't been visiting your counter week after week for films, finishing, supplies and accessories.

All because he has no camera.

He has a flock of friends and relatives, however, and right now they are swarming through your store, on the tip of their tongues the perennial question, "What shall we give John for Christmas?"

"Give him a Kodak, of course," you say. And the suggestion is welcomed with open checkbooks.

Christmas comes, John gets his Kodak, and is pleased. New Year comes, the boss looks at your sales record and is pleased.

But your profit from Christmas camera sales won't end in December any more than will John Doe's pleasure in picture making. The story is continued next year.

The new camerist, a neophyte in the fraternity of amateur photographers, puts his outfit to work at

once. He requires film, film, film and finishing service, and flashlight material and so forth without end.

His natural impulse is to take his business to the store his camera came from. A profitable customer from the start, he'll visit you week after week as long as his interest in photography continues. And on his trips to your counter he'll call at other departments, buying whatever he needs in the store that provides his Kodak service.

The moral here is: increase the camera census of your community by seeing that every customer considers giving a Kodak as a gift.

In pushing cameras as Christmas gifts you (1) make immediate profits (2) get new outfits into use during the winter months (3) permanently increase your volume of film, finishing and supplies (4) attract strangers to your store, for the profit of other departments as well as your own.

Remember that to sell more film you must sell more cameras and that this is one of the best seasons to get them off your shelves and into use. Try to sell a whole herd of them as Christmas gifts—the more the merrier.



A Cross Between Greeting and Gift



One Christmas perplexity concerns those names that hover between the gift list and the greeting list. The Browns, for example belong on which?

If the Browns get a gift after expecting a greeting they'll think it's funny. But certainly no funnier than if they *expect* a gift and *get* a greeting.

Everybody has the same problem and everybody can solve it with equal ease by using Amateur Calendars. For the Amateur Calendar is a cross between gift and greeting and falls into whichever classification the recipient has in mind.

The adjoining illustration shows the horizontal style. The vertical style is shown in the envelope stuffer offered on page 13 with which to get this Christmas suggestion before your finishing customers.

The Longer Look

Five years ago the eleventh of last month the C. E. F. abandoned its renowned old slogan, "When do we eat?" and adopted instead, "When do we go home?"

On that day a private in a labor battalion said to the corporal, "The sweetest words for me would be, 'get on the boat'."

"Not for me, they wouldn't," replied the corporal. "For me the sweetest words would be 'get off'."

Which proves that some foresights are longer than others.

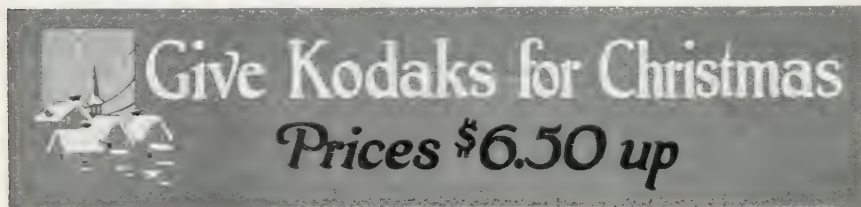
The far-seeing salesman looks further than the immediate transaction. He knows that of two articles offering similar profits, the one which promises a series of follow-up sales deserves his recommendation.

It's a good thing not to be so dazzled by the nearest glittering coin that one can't look past it to see if there are any more beyond.

A Christmas Window Strip

The Christmas Kodak window strips, mailed with the November Trade Circular, are intended to start folks thinking about Kodak

for Christmas. Let the public see these strips in your display window. They'll respond to the suggestion.





Thirteen Gifts in One.

Plus *Kodakery*

Where persuasion seems necessary, perhaps the *Kodakery* subscription offer will help convince Christmas shoppers that the Kodak is really the thing to select. For he who gives a Kodak really gives thirteen times. Even though it adds nothing to the purchase price of the camera, the little magazine is an impressive extra gift.

Explain that *Kodakery* has a regular price of 60 cents a year but that you will have a copy sent free each month—a dozen reminders of the camera that came at Christmas.

Be sure to send in your coupons every couple of days so that the first issue will reach new amateurs without delay. For *Kodakery* is one of your most dependable selling helps and the sooner each subscription starts, the better. It offers year 'round proof of the year 'round fun of photography.

From one amateur to another, *Kodakery*, by itself, is a suitable gift. People who find a mutual interest in photography like to cultivate the common ground on which they meet.



Two Christmas Kodak Ads



A Kodak for Christmas

Hardly is it out the package when it's out the door in happy hands, "clicking" the holiday story.

Kodak is a gift that everyone wants.

Advertisement Kodak Magazine

Canadian Kodak Co., Limited, Toronto

In December Issues of the
Family Herald and Weekly
Star and *Farmer's Weekly*
La Presse.

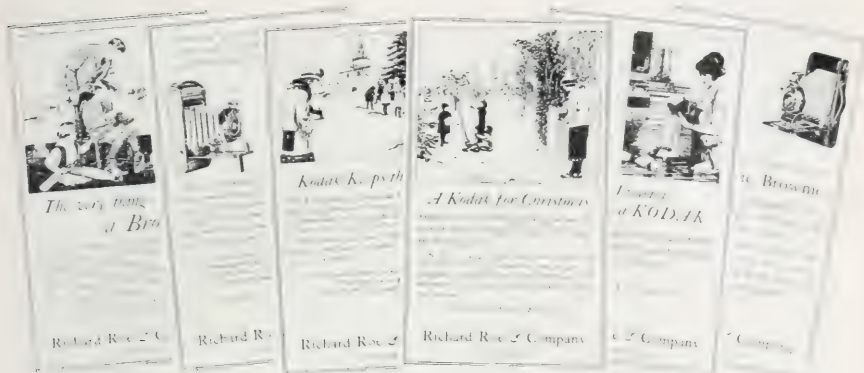


Just what I wanted—a Kodak

Autograph Kodak: 8 1/2 x 11 up

Price 1.00

Canadian Kodak Co., Limited, Toronto



From "Christmas Advertisements for the Kodak Dealer."

A Million and a Quarter Copies Carry Kodak Christmas Ads

A campaign of such magnitude, so pointed in its appeal, surely ought to get the Kodak for Christmas ideal firmly fixed in the public mind during the shopping season. But it's too much to expect that people will be driven to your counter by this advertising unless you do something about it yourself.

Your local efforts in the foreground and our figures, 1,250,000 advertisements, towering in the

background will influence your community and elect the Kodak to many a Christmas list.

Display cards, newspaper electros, small catalogues—this material is free, but it's worth money if you put it to work. Couple your energy to ours and your community will certainly fall in with the Kodak for Christmas scheme. Remember that each Christmas Kodak creates a new film customer.



Seven new display cards, for window and counter, are on the way.



A striking trim, especially when lighted.

Easy Christmas Windows

Good displays are valuable during the holiday shopping season and your time is valuable, too. The windows shown on these pages are quick to put in. They're also quick to get their message over to the public.

The display reproduced above has a background of Christmas green crepe paper, against which is fastened a question mark, 4½ feet high and 3 feet wide, made of cardboard covered with red, trimmed with cotton for snow.

A white paper cut-out represents a winter hillside against the sky. The floor is formed by two banks of cotton, separated by a piece of

glazed white paper for a frozen brook. A sprinkling of powdered tinsel adds realism to the ice and snow.

The star window on the next page has something of the Christmas spirit in it and also makes use of a full page advertisement to be found in all the leading magazines and farm journals in December.

Dark blue crepe paper forms a cold background. Fastened to the wall is a bright yellow star, out of which radiate strips of the same color. The Kodak is suspended by a tiny wire and hangs directly in front of, and close to, the star.

Smaller stars dot the background.



The magazine ad and the display card are important.

Cotton covers the floor. Christmas packages, attractively wrapped, carry out the gift idea and suggest that a Kodak or a Brownie belongs among them.

A card on each camera proves that the prices of Kodaks and Brownies cover a wide range, to match any sum that the customer has in mind.

Tell Santa Claus

You know about certain persons who are ambitious to own Kodaks or Brownies or Graflexes. Each has his favorite camera picked out, to purchase as soon as he gets around to it or can spare the money for it.

Perhaps you can arrange for these people to get their cameras as Christmas gifts.

Friends and relatives are always

anxious to give things that the folks on their lists really yearn to possess. They'll thank you for the tip that helps them pick out the right presents.

You and Santa Claus can co-operate in this work. Shoppers will be grateful, recipients will be happy and it will all go down on your sales record.



Call on Your Customers by Mail



Could you leave your counter to visit a hundred homes, stopping long enough at each to point out the opportunities for making pictures there and to give specific in-

structions for seven classes of exposures?

Could you cover the same route a week later and deliver a hundred short addresses on the suitability of Kodaks for Christmas gifts?

You couldn't manage it, could you? And you needn't, because almost the same thing can be done by mail with only a fraction of the effort on your part.

Get the names and addresses of say one hundred Kodak prospects. Ask the Advertising Department for one hundred copies of "At Home with the Kodak." Ask us, too, if you like, for a copy of a suitable letter to mail with the booklets. Then have one hundred letters run off on your own typewriter or by

a local printer on your own stationery.

Ten days later, another hundred letters, prepared in the same way, and one hundred Kodak Winter Booklets should go to the same people.

That's the plan. It's especially timely now because this is the way it works out:

"At Home with the Kodak" persuades each of your prospects that amateur photography is not exclusively a warm weather, outdoor pursuit. It suggests a variety of pictures to be made around the home and it tells how. This booklet takes the Kodak right into the parlor and introduces it to the family.

In ten days along comes another letter accompanying the Kodak Winter Booklet, presenting reasons for selecting Kodaks and Brownies as Christmas gifts, describing specific models and telling prices.

Figure the effect for yourself.



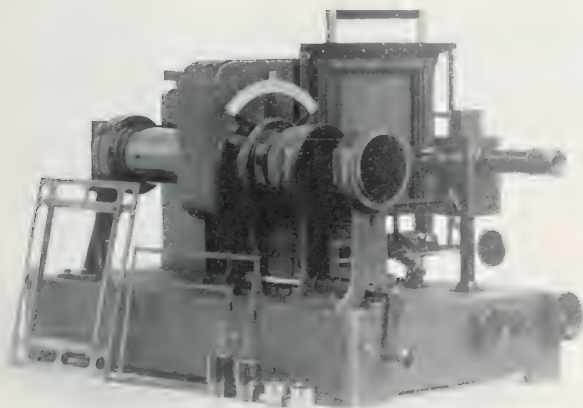
Let the Right People Read

The purpose of the Kodak Winter Booklet is to create prospects for your counter. Some folks haven't thought of Kodaks in connection with Christmas. Others have wondered about prices but have got no further.

Among such people the Kodak Winter Booklet gets in its best work. Your imprint reminds them that Kodaks can be bought at a

reliable store in their town. And the inside pages present a variety of models covering a wide range of prices.

Don't limit the distribution of these booklets to prospects who come to your Kodak counter. A neat pile of them near the cash register may help spread the news about Kodaks for Christmas among a new public.



The Densitometer, designed by Kodak scientists and built by Kodak instrument makers for measuring the speed and latitude of photographic emulsions.

How We Know It's the Best

When you tell a customer that Kodak Film is a fast film of wide latitude you mean, in terms of his experience, that when he doesn't set his shutter and diaphragm just exactly right he's still likely to be within the vast range that lies between under- and over-exposure.

Even if his negative were almost under- or over-exposed, the highlights and shadows would be properly balanced and correct contrast would be found in the print, assuming normal development.

Although the amateur could compare the speed of two films by examining two sets of negatives made under identical conditions, that sort of test wouldn't satisfy the scientists of the Kodak organization. Accuracy is the laboratory pet. So they have devised instruments that show with precision the speed and latitude of the photographic emulsion.

The Sensitometer exposes different sections on a sample strip of film to a light of known intensity for several different periods, each mechanically controlled. This sam-

ple strip is then developed in a solution of standard strength. The resulting laboratory negative therefore involves but one variable—the emulsion—since light intensity, length of exposure and strength of developer are all established in advance.

While photographic physicists might see differences among several such negatives, that's not the way they work in the Kodak laboratory. They prefer to measure the variation far more accurately than by a direct visual comparison. Accordingly they devised a special instrument, the Densitometer.

The Densitometer determines the density of each of the exposures on the sample strip by showing the relation between the light passing through it and that which passes through a clear portion of the film. This instrument is unique. Other devices exist for the same purpose but their range of capability is far exceeded by the one designed by Kodak scientists, which can measure the density of a substance so nearly opaque that it passes only a



A test strip exposed in the Sensitometer, developed, and now ready for measurement in the Densitometer.

millionth part of the light that strikes it.

To show graphically the speed and latitude of the sample strip that comes from the Sensitometer, a curve is plotted, showing the Densitometer's measurement of each of the several exposures. Such

charts prove that for speed in recording the image and for wide range between under-exposure and over-exposure, Kodak Film is unrivaled. And over these qualities in which Kodak Film enjoys such vast superiority the Sensitometer and Densitometer stand constant guard.

Beware of Them

The Mutual Advertisers, Inc., at 205 N. La Salle St., Chicago, Ill., claim to be "Distributors of Eastman Kodak Enlargements." Their scheme is to sell to a dealer, for distribution to his customers, coupons redeemable for photographic enlargements. It is said that their representatives carry copies of Kodak magazine advertisements and

dealer enlargements and solicit business by the use of The Eastman Kodak Company's name.

The Eastman Kodak Company has no connection of any kind with this concern. They do not make enlargements for them. They do not approve of their methods and are about to take legal steps to prevent the unwarranted use of their name.

Time for Time Exposures

One of Nature's ordinances provides that the sun shall put its dimmers on as winter approaches. Daylight hours are fewer. Even at noon there is less illumination than at mid-day in mid-summer.

As a consequence, the amateur's aptest fault, under-exposure, is likely to occur more frequently. Many subjects that were snapshots in August demand time exposures from November to April.

This cloud, however, is lined with the proverbial silver, of which pieces shaped like dimes and dollars ought to drop into your cash drawer. For,

the necessity of making time exposures calls for tripods, Optipods and Kodapods. With such equipment the amateur can photograph a poorly lighted spot properly by giving *time* or *bulb*. But he can't expect much luck if he holds the camera in his hands.

Get in your tripod, Optipod and Kodapod suggestions whenever the occasion offers. You'll welcome the sales, of course, and your customers will welcome advice that steers them safely between the Scylla of under-exposure and the Charybdis of a wiggly camera.



Two Stuffers this Month



Kodak Portraiture

Your market for photographic accessories and supplies is obviously among people who possess cameras. People who possess cameras are presumably your finishing customers. The most direct and economical method of advertising Kodak sundries to them is to insert suitable literature in amateur delivery envelopes, day after day, month after month.

Stuffers offered in this magazine are intended for just that purpose. All you have to do is ask and we'll furnish them in quantities, imprinted with your store's name.

The four-page pamphlet adjoining was offered last month but it is so important a part of your tie-up to the Portrait Attachment campaign that we're repeating the suggestion that you write for a supply. How many?

Below is a timely stuffer advertising the Amateur Calendars. Again, how many?

For Greetings or for Gifts

In an Amateur Calendar, a print from one of your negatives becomes an attractive, personal gift or holiday greeting—the kind any friend will welcome.

Made in two styles—vertical and horizontal—each in two sizes. Better select yours now.



Prices: Either style, $5\frac{1}{4} \times 6\frac{5}{8}$ (outside dimensions), 20 cents each; $7 \times 8\frac{3}{4}$, 25 cents each.

RICHARD ROWE & COMPANY
1201 Tripod Avenue



Ten Minutes with the Boss



"Sammy," said Mr. Clark over a reflective cigar, "if I were going to write a Christmas story—which I'm not—I'd have my hero a green clerk with red hair. Then I'd be sure of my local color. My opening sentence would be, 'The Constitution of Christmas contains a Santa Claus' and if my readers survived that one, I'd follow up with 'The best way to observe Christmas is through the eye of a child.' Some place I'd try to work in—

'Twas the night before Christmas
And under the moon
Not a thing was a-stirring
Not even a spoon.

and—what's the matter, Sammy?"
Sam's look of utter bewilderment dyked the flood of words.

"It's the holiday spirit, I suppose, sir," said Sam, summoning up a smile.

"Yes, sir," returned Mr. Clark, "I feel as merry as a Christmas, don't you?"

"I'm dogged tired," replied Sam.

"Well," admitted Mr. Clark, "I'm a bit fagged myself, but I've always found it true that in a rush like this where everyone is working at top speed, if you don't give in, you don't give out.

"In other words, if you kid yourself just a little bit—for after all, Christmas is coming to your house,

too—the holiday spirit isn't so hard to get and then it's a cinch to meet the mood of the 'madding crowd' with a smile. And it makes you feel better.

"I heard of a man once who always turned to Robinson Crusoe as a mental massage. I know another man—he's a judge, by the way—who gets his brain back to normal by a careful persual of 'Tom the Bootblack,' 'Frank the Messenger Boy'—and other classics of Horatio Alger. Fact, Sammy, fact. 'Alice in Wonderland' is my own cerebellum cocktail.

"Well, all people can't let off excess steam through the pages of a book, but here's a literary remedy I suggest for you, Sammy. Read 'Christmas Carol' by Charles Dickens. Take your time over it—if you can. And I'll bet that you'll be so fortified by Christmas spirit in its truest form before the book is over that you'll be happy as a New Year yourself."

Toulmin & Toulmin, patent lawyers, report that the Autographic Kodak is helpful in keeping records of developments among their clients.

Their letter states that "the practice of putting the date and description on the negative at the time the picture is taken, in the handwriting of the person taking it, gives to the picture all the authenticity of a cheque."



Let us Make Enlargements from Your Favorite Kodak Snapshots

This window strip, sent with the October *Trade Circular*,
can be used more than once.

Big Profits from Big Prints

Small cameras are gaining in favor but not because people want small pictures. They select the Vest Pocket Kodak or the No. 1 *Special* or the 1A Pocket Kodak, Series II, because it is convenient to carry and economical to buy film for.

When it comes to pictures, however, any owner of a small camera would be glad to buy a couple of bigger-than-contact prints from every good negative. Sadly enough, he seldom realizes that *his* negatives will produce pleasing enlarge-

ments. He has to be taught that—by you.

But how will you teach him? The KODAK SALESMAN for November describes one plan of proved merit. Skeletonized, the plan is to have the finisher designate each negative from which the salesman should sell an enlargement. The November article tells in detail just what to do in the printing room of the finishing plant and at the Kodak counter in your store. Read it again. You can depend on the feasibility of the suggestions offered.

Kodakery for December

Amateurs who get Kodakery are likely to keep their cameras busy throughout the winter because the December Issue contains a veritable wealth of news about cold weather photography.

“Outdoor Winter Flashlights” tells the method of picturing outdoor evening pastimes in winter. “Shadows on the Snow” suggests a variety of picturesque winter subjects and tell what the exposure should be.

Picturing the Christmas Tree by flashlight and by electric light is

treated in two articles, both illustrated, and with diagrams to show how it was done.

A pair of pictures show that it is usually desirable to photograph children unawares.

“The Dartmouth Submarine” is illustrated with a comic double exposure and Joe and Jerry prove that the manual is right in recommending the largest stop for averagesnapshots with the Brownie.

“Do You Know That—” is a page of Notes that are sure to help the amateur and the salesman.



Hecker Brothers display their photographic stock in effective fashion. Orderly arrangement of goods, with prices visible, definitely helps customers make tentative selections.

In Other Stores

B. M. Barker contracts for a column in a local weekly paper and fills it with advertising copy and local news, interspersed.

George K. Kraskin writes that a Kodak hunting display attracted so much attention that the finger marks had to be washed off the glass six or eight times a day.

Every few months, John H. Haugen stages an evening demonstration of how enlargements are made. The city authorities turn off the street light in front of his store for the occasion, so that he can operate the Kodak Projection Printer right in the window. As fast as the big prints are made they

are distributed among the crowd where they create so much interest that Mr. Haugen's enlarging volume puts on a big bulge for several days thereafter. He says that these demonstrations stirred up enough trade to pay for his Kodak Projection Printer in a hurry.

Ashbrook Drug Company advertises from time to time that on certain days an expert (from the finishing plant) will be in attendance to discuss picture-making problems. As a supplement to daily delivery of advice at the counter, such a plan looks good. Making a day of it now and then may attract many people who are not regular customers because people are always glad to get helpful information.

*Christmas comes but once a
year—a thought that can in-
spire you to better selling each
morning and console you to
better slumber each night.*

*If it isn't an Eastman
it isn't a Kodak.*





